

Regional Open Studies Spring/Summer 2021

			School of Business			School of Community Studies					School of Health & Wellness				
	Credits	Tuition (Domestic)	Administrative Professional Certificate	Business Administration Certificate/Diploma	Health & Human Services Management Post-Diploma Certificate	Addiction Studies Diploma	Child and Youth Care Diploma	Disability Studies Certificate/Diploma	Early Childhood Education & Development Certificate/Diploma	Education Assistant Certificate	Justice Studies Diploma	Social Work Diploma	Pharmacy Technician Diploma	Practical Nurse Diploma	
*MKTG1101 – Introduction to Marketing	3	499	●	●	●										Learners are introduced to concepts aimed at providing a solid foundation of marketing principles and the role marketing plays in business. Emphasizing a holistic approach, learners have the opportunity to analyze and apply the marketing mix. Key concepts include product, price, placement, and promotion (4Ps), the Integrated Marketing Communications Mix (IMC), market research, and consumer behaviour.
*ENGL1201 – English Composition	3	356		●		●	●	●	●	●	●	●	●	●	This first-year composition course introduces learners to academic writing and critical thinking. They read and analyze sociopolitical, cultural, and gender issues in texts with an emphasis on experiences of people whose voices were historically silenced, particularly those of Indigenous communities in Canada. Learners develop strategies to communicate their own ideas and integrate them with those of others by quoting, paraphrasing, and summarizing source material. Learners present their written assignments professionally according to APA formatting guidelines.
*PSYC1101 – Introduction to Psychology	3	317				●					●	●			This introductory course provides learners with a basic understanding and an overview of the field of psychology. Attention is given to major psychological perspectives and the fundamentals of scientific thinking, biological factors, sensation and perception, cognitive processes, personality, social influences and human motivation. Learners will be encouraged to apply what they learn to their own lives and the world around them.

*University transfer credit issued through official articulation agreement, find more information at: <https://bowvalleycollege.ca/student-resources/academic-services/transfer-credits>.