

# Bachelor of Commerce with a Concentration in Marketing

Effective Fall 2011

[20.0 credits]

This table is only a guide. Consult the current Carleton University Undergraduate Calendar ([www.carleton.ca/cuuc](http://www.carleton.ca/cuuc)) for specific rules that apply to your program.

Students admitted BEFORE Fall 2011 should refer to the program requirements as listed on your degree audit.

	<b>Required Credits in B.Com [13.5]</b>			<b>Electives [6.5]</b>	
	Required courses are generally offered in both fall/winter and summer. Below is a recommended course plan. Please consult with an Undergraduate Program Advisor should you need to make adjustments.			3.0 credits are devoted to Marketing No more than 2.0 below the 2000 level.	
Year	Fall Semester	Winter Semester	Either Fall or Winter	<b>Either Fall or Winter</b> <b>(F) = Fall Only (W) = Winter Only</b>	
<b>1</b>	<b>BUSI 1004</b> – Financial Accounting <b>ECON 1000</b> – Introduction to Economics <b>MATH 1119</b> – Linear Algebra	<b>BUSI 1005</b> – Managerial Accounting <b>ECON 1000</b> – (Full year course.) <b>MATH 1009</b> – Calculus	<b>BUSI 1402</b> – Intro. to Business Information & Communications Technology <b>BUSI 1800</b> – Introduction to Business <b>SOCI 1002</b> – Intro. to Sociology II <b>PSYC 1002</b> – Intro. to Psychology II Should you need to alter your winter registration based on fall semester results, please consult with an advisor in the Sprott School of Business.	Not Recommended first year.  Note: Please consult Undergraduate Calendar for prerequisites. Depending upon personal study pattern, there may be some flexibility regarding what year these courses are taken.	
<b>2</b>	<b>STAT 2606</b> – Business Statistics I <b>BUSI 2208</b> – Intro. to Marketing	<b>STAT 2607</b> – Business Statistics II	<b>BUSI 2101</b> – Intro. to Organizational Behaviour <b>BUSI 2301</b> – Intro. to Operations Management <b>BUSI 2400</b> – Foundations of Information Systems <b>BUSI 2504</b> – Business Finance I <b>BUSI 2601</b> – Business Law <b>BUSI 2701</b> – Fundamentals of International Business <b>ECON 2020</b> – Intermediate Microeconomics I: Producers and Market Structure	<b>Required</b> <b>BUSI 3207 (W)</b> – Marketing Research <b>BUSI 4206 (Full Year)</b> Consumer Behaviour <b>BUSI 4208 (F)</b> – Marketing Management	<b>Choice</b> 2.0 credits to be chosen from these options: <b>BUSI 3204</b> – Marketing: New Tools and Approaches <b>BUSI 3205</b> – Marketing Communication <b>BUSI 3208</b> – Business to Business Marketing <b>BUSI 4203 (W)</b> – Marketing in Not-for-Profit Organizations <b>BUSI 4205</b> – International Marketing
<b>3</b>			<b>BUSI 3102</b> – Intro. to Human Resource Management <b>BUSI 3103</b> – Intro. to Organization Theory <b>BUSI 3309</b> – Project Management		
<b>4</b>	<b>To be eligible for a second concentration, you must have completed at least 6.0 credits with a minimum overall CGPA of 8.0.</b>		<b>BUSI 4601</b> – Business Ethics <b>BUSI 4609</b> – Strategic Management <b>1.0 credit in Business at the 4000 level.</b> (This can be satisfied using 1.0 credit at 4000 level from the Concentration courses.)  <b>NOTE: These 4000 level courses must all be completed at Carleton University.</b>		