

Faculty of Business and Information Technology

Bachelor of Commerce – Honours – Fall 2017 or later Start

Marketing Major

Year 1 Fall	BUSI 1520U Business Computer Applications	BUSI 1010U Critical Thinking and Ethics	BUSI 1600U Management of the Enterprise	BUSI 1915U Business Math I	ECON 2010U Microeconomics
Year 1 Winter	BUSI 1130U Introduction to Financial Accounting	BUSI 1020U Business Skills and Communications	General Elective	BUSI 1916U Business Math II	ECON 2020U Macroeconomics

Year 2 Fall	BUSI 2180U Introduction to Managerial Accounting	**BUSI 2200U Marketing Management or General Elective	BUSI 2311U Organizational Behaviour	BUSI 1450U Statistics	BUSI 2401U Finance I
Year 2 Winter	BUSI Elective	**BUSI 2200U Marketing Management or General Elective	BUSI 2312U Introduction to Human Resources Management	BUSI 2603U Introduction to Operations Management	BUSI 2402U Finance II

Year 3 Fall	BUSI 3040U – Information Systems or BUSI 3705U – Legal Environment of Business	Major Course	Major Course	Marketing Elective	General Elective
Year 3 Winter	BUSI 3040U – Information Systems or BUSI 3705U – Legal Environment of Business	Major Course	Marketing Elective	Open Elective	Open Elective

Year 4 Fall	BUSI 4701U Strategic Management	Marketing Elective	Marketing Elective	BUSI Elective	Open Elective
Year 4 Winter	BUSI 4995U Capstone Study Project	Major Course	Marketing Elective	BUSI Elective	Open Elective

***Students must register in BUSI 4990U – Capstone Study Project I in fall of year 4. This non-credit course is a prerequisite for BUSI 4995U – Capstone Study Project II. ** BUSI 2200U Marketing Management must be taken, however, it can be taken either in the fall or winter semester of Year 2.**

Marketing Major Courses and Electives

Marketing Major students MUST take the following Marketing Major courses:

- BUSI 2200U – Marketing Management
- BUSI 3210U – Consumer Behaviour
- BUSI 3260U – Marketing Research
- BUSI 3503U – E-Marketing
- BUSI 4220U – Marketing Strategy

And choose FIVE of the following Marketing elective courses:

- BUSI 3200U – Marketing Communications
- BUSI 3220U – Sales Management
- BUSI 3230U – Marketing Channels
- BUSI 3240U – Retail Buying and Merchandising
- BUSI 3250U – Service Marketing
- BUSI 3270U – Retail Management
- BUSI 3280U – Brand Management
- BUSI 3290U – Marketing Management in Asia Pacific
- BUSI 4203U – Advertising Management
- BUSI 4210U – High-Tech Marketing
- BUSI 4230U – Marketing Analytics
- BUSI 4250U – International Marketing
- BUSI 4270U – Business to Business Marketing
- BUSI 4290U – Special Topics in Marketing
- BUSI 4299U – Directed Independent Study in Marketing

Explanation of Electives

Marketing Elective: Chosen from the list of marketing electives above. Marketing major students require a minimum of five marketing electives to a maximum of six.

BUSI Elective: A course in business, but *outside of your major*. For example – BUSI 1700U – Introduction to Entrepreneurship or BUSI 2000U – Collaborative Leadership. Students require a minimum of three BUSI electives.

General Elective: A course outside of business. For example – PSYC 1000U – Introduction to Psychology or SCIE 1920U – Introduction to Astronomy. Marketing students require a minimum of three general elective courses.

Open Elective: Can be a BUSI or general elective. If applicable, minor courses should be taken in these spots.

Remember, it is your responsibility to ensure that you are aware of and have met the necessary degree requirements of both the program and the respective major and minor. Please be sure to contact your academic advisor if you have any questions regarding your course selection. If you do not know who your advisor is, please email FBITadvising@uoit.ca to find out.

