TYPICAL BBA COURSE SELECTION ORDER

MARKETING MAJOR

This information is provided to act as a guide for your course selection throughout your degree, and takes into account course levelling and prerequisites. Your order of courses is ultimately determined by prerequisites and course scheduling, and you don’t have to follow this exact timeline.

YEAR 1 (Common for ALL majors)

- ACCT 2121 - Financial Accounting Concepts
- ECON 1101 - Principles of Microeconomics
- ECON 1103 - Principles of Macroeconomics
- Business Option - take one (1) of: ENTR 2301 - Innovation and the Entrepreneurial Practice, MGMT 2130 - Management Principles and Practices, or SINV 2201 - Introduction to Social Innovation
- HRES 2170 - Introduction to Human Resources
- MGMT 2262 - Business Statistics I
- MKTG 2150 - Introduction to Marketing
- GNED 11XX - Foundation Cluster 1
- GNED 14XX - Foundation Cluster 4
- One (1) of: GNED 12XX - Foundation Cluster 2 or GNED 13XX - Foundation Cluster 3

YEAR 2

CORE REQUIREMENTS
- ACCT 3224 - Management Accounting I
- FNCE 3227 - Introduction to Finance
- INBU 3301 - Global Business Environment
- LSCM 3403 - Operations Management

MAJOR REQUIREMENTS
- MKTG 3150 - The Science of Persuasion
- MKTG 3258 - Evidence-Based Marketing
- MKTG Option #1

GENERAL EDUCATION REQUIREMENTS
- Remaining Foundation GNED course
- GNED Tier 2, Cluster 1

ELECTIVES
- Elective #1

YEAR 3

CORE REQUIREMENTS
- MGMT 3210 - Business Communication Theory & Practice
- MGMT 3230 - Business Law
- MGMT 3276 - Organizational Behaviour

MAJOR REQUIREMENTS
- MKTG 3450 - Marketing Design Literacy
- MKTG 3458 - Managing Marketing Relationships
- MKTG 3550 - Creating Brand Intelligence
- MKTG 3558 - Navigating Marketing Trends

GENERAL EDUCATION REQUIREMENTS
- GNED Tier 2
- GNED Tier 2

ELECTIVES
- Elective #2

YEAR 4

CORE REQUIREMENTS
- ENTR 4433 - Business Plan Development
- MGMT 5333 - Strategic Management

MAJOR REQUIREMENTS
- MKTG 4850 - Professional Brand Studio
- MKTG 4858 - Marketing-Driven Strategy
- MKTG Option #2

GENERAL EDUCATION REQUIREMENTS
- GNED Tier 3
- GNED Tier 3
- GNED Tier 3

ELECTIVES
- Elective #3
- Elective #4

Please note: Many courses have prerequisites. All students are responsible to ensure that they have the appropriate prerequisites before enrolling in their courses. Please refer to the Mount Royal University Calendar for prerequisite listings. Every effort is made to ensure this document is up-to-date, but in the event of a discrepancy between this degree checklist and the academic calendar, the academic calendar is deemed correct.

FALL 2020 CALENDAR YEAR
Planning your Marketing Major coursework

The chart above illustrates the courses required to complete the major in Marketing taking into consideration course prerequisites.

**BBA Terminology**

**The BBA is made up of:**
- **16 core courses** (that all BBA students must take)
- **10 major courses** (dependent on the major/concentration you choose)
- **10 General Education courses** (the breadth of your degree)
- **4 elective courses** (courses of your choice, but could include BBA minor or Honours coursework, exploratory coursework to help you choose your major, further coursework in your intended field, international exchange courses, and field school opportunities)

**What are...**

- **Pre-requisites** - courses that must successfully be completed PRIOR to taking a higher-level course (i.e. ACCT 2121 is a pre-requisite for ACCT 3224).
- **Co-requisites** - courses that can be taken concurrently with other coursework (i.e. LSCM 3403 is a pre or co-requisite for MGMT 5333).
- **Recommended preparation** - where having prior coursework in the subject may prove beneficial to students, but is not required for higher-level courses.

**Advice from your Advisors**

- Consider a balanced approach when picking your courses
  - Take core, major, general education and elective courses each semester.
  - Consider your personal strengths and weaknesses when picking courses to achieve a reasonable course load and workload.
  - Keep in mind your commitments outside of the classroom (work, student clubs, volunteering, etc.) when determining your schedule of courses.
  - Communicate any difficulties that you are having with your professor - the earlier you identify any issues, the earlier you can address them!
  - If you aren’t sure what to major in, use your electives to explore areas of interest - the earlier you do this, the earlier you can declare your major and plan the rest of your degree.
  - The majority of core BBA courses are offered in the Fall, Winter and Spring semesters - but major specific courses may only be offered once per year or only in the Fall and Winter. Consult with your Advisor if you have questions.

**Outside the Classroom - Things to Consider**

<table>
<thead>
<tr>
<th>FIRST YEAR</th>
<th>SECOND YEAR</th>
<th>THIRD YEAR</th>
<th>FOURTH YEAR</th>
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<tbody>
<tr>
<td>Courses include common first-year introductory business courses and General Education courses.</td>
<td>coursework expands on foundation business courses and introduces students to specific areas of specialization in the BBA.</td>
<td>Courses focus on specific major/minor/concentration requirements and electives.</td>
<td>Courses include capstone business and major specific requirements, requiring students to apply the knowledge they’ve gained at MRU.</td>
</tr>
<tr>
<td>Explore major/minor/concentration options.</td>
<td>Declare a major/minor/concentration.</td>
<td>Explore volunteer opportunities.</td>
<td>Apply to graduate.</td>
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<tr>
<td>Apply for Co-operative Education.</td>
<td>Explore BBA Honours program.</td>
<td>Go to workshops, panel discussions and conferences.</td>
<td>Explore graduate degree and post-graduate opportunities.</td>
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<td>Attend Student Learning Services workshops.</td>
<td>Meet with your Academic Advisor.</td>
<td>Explore international exchange, field school, and summer exchange opportunities.</td>
<td>Request a critique of your resume with Career Services via email.</td>
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<tr>
<td>Take advantage of a free MRU Recreation membership.</td>
<td>Use mruGradUB to stay on track.</td>
<td>Apply for BBA Honours program.</td>
<td>Consider various research opportunities, including taking a directed readings course.</td>
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<td>Attend Majors/Minors Fair.</td>
<td>Sign up for the Student Job Board to secure relevant summer work experience.</td>
<td>Check in with your Academic Advisor to make sure you’re on track.</td>
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