

BACHELOR OF BUSINESS ADMINISTRATION - MARKETING MAJOR

For more information:
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For students admitted Fall 2015

Student Name: _____

CORE REQUIREMENTS (16 courses)

- ACCT 2121* Financial Accounting Concepts
- ACCT 3224 Management Accounting
- ECON 1101 Principles of Microeconomics
- ECON 1103 Principles of Macroeconomics
- ENTR 4433 Business Plan Development
- FNCE 3227 Introduction to Finance
- HRES 2170* Introduction to Human Resources
- INBU 3301 Global Business Environment
- LSCM 3403 Operations Management
- MGMT 2130 or ENTR 2301 or SINV 2201 Management Principles and Practices or Innovation & the Entrepreneurial Experience or Introduction to Social Innovation
- MGMT 2262* Business Statistics I
- MGMT 3210 Business Comm. Theory and Practice
- MGMT 3230 Business Law
- MGMT 3276 Organizational Behavior
- MGMT 5333 Strategic Management
- MKTG 2150* Introduction to Marketing

* These courses, plus one ENTR 2301, MGMT 2130 or SINV 2201 and one of MKTG 3150, 3258 or 3450 must be completed prior to Work Term I, should a student decide to pursue the Co-operative Education program in Marketing.

MARKETING MAJOR (9 courses)

- MKTG 3150 The Science of Persuasion
- MKTG 3258 Evidence-Based Marketing
- MKTG 3450 Marketing Design Literacy
- MKTG 3458 Managing Market Relationships
- MKTG 3550 Creating Brand Intelligence
- MKTG 3558 Navigating Market Trends
- MKTG 4850 Professional Brand Studio
- MKTG 4858 Market-Driven Strategy
- MKTG Option #1 _____

MKTG Option courses include any one (1) of the following: COMM 1841, ENTR 2301, ENTR 3302, INBU 3302, INBU 3304, INBU 3305, INBU 3306, INBU 3307, INBU 4408 or MGMT 2275.

ELECTIVES (3 courses)

An elective is a course which is not specified for a program but counts towards a degree. Electives can be any three-credit course in any subject, at any level.

- _____
- _____
- _____

GENERAL EDUCATION (12 courses)

All students must complete a total of twelve (12) General Education courses from four (4) thematic clusters.

Tier 1 (Foundation) - One (1) course from each Cluster

- Cluster 1 _____
- Cluster 2 _____
- Cluster 3 _____
- Cluster 4 _____

Tier 2 - One (1) course from each Cluster

- Cluster 1 _____
- Cluster 2 _____
- Cluster 3 _____
- Cluster 4 _____

Tier 3 - Four (4) courses chosen from at least two (2) Clusters

- Cluster _____
- Cluster _____
- Cluster _____
- Cluster _____

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.

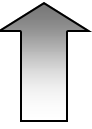
BBA TYPICAL COURSE SELECTION ORDER

MARKETING MAJOR

This information is provided to act as a guide for your course selection and provide suggestions of events and activities for you to consider throughout your university career. Your order of courses is ultimately determined through prerequisites, and you don't have to follow this exact timeline. The "Things to think about" in each year is not an exhaustive list... just some ideas to help you get involved!

YEAR 1 (Common for ALL majors)

- ACCT 2121 - Financial Accounting Concepts
- ECON 1101 - Principles of Microeconomics
- ECON 1103 - Principles of Macroeconomics
- 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
- GNE1 14XX - Foundation Cluster 4
- Two (2) of: GNE1 11XX - Foundation Cluster 1, GNE1 12XX - Foundation Cluster 2 or GNE1 13XX - Foundation Cluster 3



Things to think about during your first year: Major and/or minor possibilities, apply for Co-operative Education, attend Career Services and Student Learning Services workshops. Join Bissett clubs. Use mruGradU8 to help you stay on track.

YEARS 2 and 3

CORE REQUIREMENTS

- ACCT 3224 - Management Accounting I
- INBU 3301 - Global Business Environment
- MGMT 3210 - Business Communication Theory & Practice
- MGMT 3230 - Business Law
- FNCE 3227 - Introduction to Finance
- LSCM 3403 - Operations Management
- MGMT 3276 - Organizational Behavior

MAJOR REQUIREMENTS

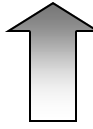
- MKTG 3150 - The Science of Persuasion
- MKTG 3258 - Evidence-Based Marketing
- MKTG 3450 - Marketing Design Literacy
- MKTG 3458 - Managing Market Relationships
- MKTG 3550 - Creating Brand Intelligence
- MKTG 3558 - Navigating Market Trends
- MKTG Option

GENERAL EDUCATION REQUIREMENTS

- Remaining Foundation GNE1 course
- GNE1 Tier 2, Cluster 1
- GNE1 Tier 2, Cluster 2
- GNE1 Tier 2, Cluster 3
- GNE1 Tier 2, Cluster 4

ELECTIVES

- One (1) three-credit course of your choice



Things to think about during your second and third years: Declare a major and/or minor, explore Honours degree, Co-operative Education and International Exchange opportunities, attend Career Services and Student Learning Services workshops, join Bissett clubs, explore volunteer possibilities and check out on and off-campus events.

YEAR 4

CORE REQUIREMENTS

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

MAJOR REQUIREMENTS

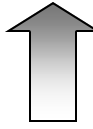
- MKTG 4850 - Professional Brand Studio
- MKTG 4858 - Market-Driven Strategy

GENERAL EDUCATION REQUIREMENTS

- GNE1 Tier 3
 - GNE1 Tier 3
 - GNE1 Tier 3
 - GNE1 Tier 3
- Make sure to select from a minimum of two Clusters!

ELECTIVES

- Two (2) three-credit courses of your choice



Things to think about during your fourth year: Apply to graduate, attend Career Services workshops and Career Fair, explore graduate degree opportunities, life after MRU.