

Major Program Modification Addition of Simple Pathway

Faculty: Faculty of Business and IT	Date: September 14, 2015
Program: MKTU – Marketing Embedded Bridge Program	

This form should be used in cases where a new pathway (e.g. Bridge, Direct Entry, 2+2) has been created for an existing undergraduate program. This new pathway must not include new courses or significant changes to the original program learning outcomes. Multiple pathways into the same UOIT program may be included on this form (e.g. 3- and 5- course Bridge, equivalent pathway from multiple sending institutions).

Proposal Brief

Summary of the proposed change

Following the success of the ACTU program with Durham College, FBIT proposes to embed the Commerce Bridge into the Durham College 2-year Marketing Diploma (MKTU). This program will provide students with the opportunity for a 2 + 2 diploma-to-degree pathway which is in line with UOIT's strategic mandate. The program map is consistent with the existing 2 year direct entry with bridging semester from the Durham College 2-year Marketing Diploma.

Description of the ways in which the proposed change will enhance the academic opportunities

Similar to the programs for Accounting (ACTU) and HR (HRTU) diploma students, this will create a 2+2 with the college to provide increased access to UOIT to high performing students.

Process of consultation with other institutions and internal units if the change(s) involve students, staff and faculty from other programs or courses

This program follows the same post-bridge map and transfer credits as the existing program for 2 year marketing diploma students. We have worked with DC to embed the courses from the bridge into their existing program.

Admission Requirements

Same as currently used for HRTU and existing 2 year diploma bridge program. The students in the MKTU will apply to the MKTU program with their grades from their first semester at Durham College with the same standards and requirements as students in the ACTU program. They will need at least a B average in their college courses and at least a C in each of the embedded UOIT bridge courses to remain in the program.

The students in the MKTU program will take BUSI 1010U – Critical Thinking and Ethics in winter of their first semester. They will then take BUSI 1101U – Financial Accounting and BUSI 2311U – Organizational Behaviour in the fall of their second year. In their final semester, they will take BUSI 2401U – Finance I and BUSI 1916U Business Math I. These courses are all already offered in these semesters in the BCom program and will not require any additional course offerings. The courses are the same as those in the HRTU program.

The MKTU program will be administered in the same way as the existing ACTU program. We are simply integrating the BCom bridge into another 2 year diploma to increase the attractiveness and accessibility of the program for students in Durham Region.

Brief analysis of any financial, resource, and/or enrolment implications

Courses are already offered. If the program reflects similar success to the ACTU program then we could see an increase in pathway students into the BCom marketing major in the 3rd year of the BCom program.

Proposed Implementation Date (when will students first be admitted)

We propose a soft launch in Winter, 2016 with qualified students taking their first embedded bridge course. They would not complete their college diploma until April 2017 and enter UOIT Fall 2017.

Calendar Copy and Program Maps (highlight revisions to existing curriculum; please include the Schedules of the Articulation Agreement(s), if applicable)

Attachments

APPROVAL DATES

Date of submission	September 15, 2015
Faculty Council approval	October 1, 2015
CPRC approval	October 28, 2015
Academic Council approval	



Faculty of Business and Information Technology
Bachelor of Commerce (Honours) Pathways
Embedded Bridge for 2 year DC Marketing Diploma (MKTU)
2016.17

Program consists of 15 courses (45 credit hours) transfer plus required 5 Bridge courses (15 credit hours), completed with a minimum C grade in each. Promotion to 3 rd year following the Bridge requires a further 20 courses (60 credit hours) below, to complete degree requirements. General Concentration					
Year 1-2 (Sem 2)	BUSI 1010U Critical Thinking and Ethics (BUSI1102U)				
Year 2-1 (Sem 3)	BUSI1101U Financial Accounting		BUSI2311U Organizational Behaviour (BUSI1104U)		
Year 2-2 (Sem 4)	BUSI1915U Business Math I (BUSI1107U)		BUSI2401U Finance I (BUSI1105U)		
Year 3-1	BUSI1916U Business Math II	BUSI2170U Managerial Accounting	BUSI3210U Consumer Behaviour	BUSI3503U E- Marketing	General Elective
Year 3-2	BUSI2402U Finance II	Marketing Elective	Marketing Elective	BUSI Elective	General Elective
Year 4-1	BUSI4990U Capstone Workshop				
Year 4-1	BUSI3040U Info Systems	BUSI3260U Marketing Research	Marketing Elective	BUSI Elective	Open Elective
Year 4-2	BUSI4995U Capstone Study Project	BUSI4701U Strategic Management	BUSI4220U Marketing Strategy	Open Elective	General Elective

<p>BUSI Elective</p> <p>3rd and 4th year BUSI courses. See Four Year Program map or MyCampus Preview Available Courses screen, for current offerings.</p> <p>Courses from 1st and 2nd year or ECON within the 4 year Commerce program are <i>not</i> acceptable BUSI electives. For example BUSI 1600U.</p>	<p>General Elective</p> <p>Course(s) outside the area of Business-related subjects, for example, psychology, science, or language courses.</p>
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Embedded Bridge for 2 year DC Marketing Diploma (MKTU)

2 Year Marketing Diploma

45 credit hours exempt:

**BUSI 1020U
BUSI 1450U
BUSI 1520U
BUSI 1600U
ECON 2010U
ECON 2020U**

**BUSI 2201U
BUSI 2202U
BUSI 2312U
BUSI 2603U**

**BUSI 3200U
BUSI 3705U
BUSI 3800U**

**1 General Elective
1 BUSI Elective**

=45 credit hours

PROGRAM OF STUDY 2015/2016

SCHOOL OF BUSINESS, IT AND
MANAGEMENT

03-Sep-15

-WEEKLY
BREAKDOWN-

MARKETING UOIT TRANSFER

COURSE NAME	MOD	CODE	PREREQUISITE	COREQUISITES	LECT	LAB	ALT. DEL.	FIELD PLMT
						HR	HR	.HRS
SEMESTER 1								
ACCOUNTING I		ACCT 1200			3	0	0	
BUSINESS COMPUTER APPLICATIONS I		COMP 1209			0	2	0	
HUMAN RESOURCE MANAGEMENT I		HRM 1200			3	0	0	
G GENERAL EDUCATION ELECTIVE		GNED 0000			3	0	0	
INTRODUCTION TO BUSINESS MANAGEMENT		MGMT 1209			3	0	0	
MARKETING I		MKTG 1200			3	0	0	
OPERATIONS MANAGEMENT I		OPER 1200			3	0	0	
					18	2	0	
SEMESTER 2								
COMMUNICATIONS FOR BUSINESS I		COMM 2204			2	1	0	
BUSINESS COMPUTER APPLICATIONS II		COMP 2209			0	2	1	
BUSINESS MATHEMATICS		MATH 1202			3	0	0	
MACROECONOMICS		ECON 1200			3	0	0	
G CRITICAL THINKING & ETHICS		BUSI 1102U			3	0	0	
HUMAN RESOURCE MANAGEMENT II		HRM 2200	HRM 1200		4	0	0	
					15	3	1	
SEMESTER 3								
FINANCIAL ACCOUNTING		BUSI 1101U			3	0	0	
COMPUTER APPS IN MARKETING		COMP 2207	COMP 2209		1	2	0	
MICROECONOMICS		ECON 2200			3	0	0	
MARKETING LAW & ETHICS		LAW 2208			3	0	0	
G ORGANIZATIONAL BEHAVIOUR		BUSI 1104U			3	0	0	
INTEGRATED MKTG. COMMUNICATION 1		MKTG 3207	MKTG 22001		3	0	0	
					16	2	0	

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03-SEP-15

-WEEKLY
BREAKDOWN-

MARKETING UOIT TRANSFER

COURSE NAME	MOD	CODE	PREREQUISITE	COREQUISITES	LECT	LAB	ALT. DEL.	FIELD PLMT
						HR	HR	.HRS
SEMESTER 4								
INTERNATIONAL BUSINESS		MKTG 2202	1		3	0		
BUSINESS MATH		BUSI 1107U			3	0	0	
INTEGRATED MARKETING COMMUNICATION II		MKTG 4200	MKTG 3207		4	0	0	
PRINCIPLES OF SALES		SALE 3200	MKTG 2200		3	0	0	
FINANCE I		BUSI 1105U			3	0	0	
STATISTICS		STAT 2200			3	0	0	
					19	0	0	