

**Faculty of Business and Information Technology**

**Bachelor of Commerce (Honours) Pathways - 3 Year Diploma Holders  
Marketing Diploma 2014/15  
DIRECT ENTRY**

60 credit transfer (see reverse) direct to the remaining 20 courses below, to complete a major in Marketing. A General Concentration is also available.					
<b>Year 3, Sem. 1</b>	<b>BUSI 1010U Critical Thinking and Ethics</b>	<b>BUSI 1915U Business Math I</b>	<b>BUSI 2160U Financial Accounting II</b>	<b>BUSI 2401U Finance I</b>	<b>One of: BUSI 3210U Consumer Behaviour, 3260U Marketing Research or 3503U E-Marketing</b>
<b>Year 3, Sem. 2</b>	<b>One of: BUSI 3210U Consumer Behaviour, 3260U Marketing Research or 3503U E-Marketing</b>	<b>BUSI 1916U Business Math II</b>	<b>BUSI 2170U Managerial Accounting</b>	<b>BUSI 2402U Finance II</b>	General Elective
<b>Year 4, Sem. 1</b>	<b>BUSI 4990U Capstone Workshop</b>	<b>BUSI 4701U Strategic Management</b>	BUSI Elective	<b>Marketing Elective</b>	<b>One of: BUSI 3210U Consumer Behaviour, 3260U Marketing Research or 3503U E-Marketing</b> General Elective
<b>Year 4, Sem. 2</b>	<b>BUSI 4995U Capstone Study Project</b>	<b>BUSI 4220U Marketing Strategy</b>	BUSI Elective	General Elective	General Elective

**\*Courses in bold must be taken in the semester in which they are listed. Other courses may be re-ordered to suit.**

<p><b>BUSI Elective</b></p> <p>3<sup>rd</sup> and 4<sup>th</sup> year BUSI Elective courses. See Four Year Program map or MyCampus Preview Available Courses screen, for current offerings. **Check transfer credits prior to enrollment for BUSI or Marketing Electives to ensure you are not repeating a course.</p> <p><b>Courses from 1<sup>st</sup> and 2<sup>nd</sup> year or ECON within the 4 year Commerce program are <i>not</i> acceptable BUSI electives, for example BUSI 1600U</b></p>	<p><b>General Elective</b></p> <p>Course(s) outside the area of Business-related subjects, for example, psychology, science, or language courses.</p>
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\*Once accepted to this program, please contact a FBIT Academic Advisor for detail on the major. Some BUSI electives will require electronic waiver of pre-requisites built into registration. Please send your BUSI selections to your Academic Advisor, including your student ID number, for assistance. [fbitadvising@uoit.ca](mailto:fbitadvising@uoit.ca).

### 3 Year Marketing Diploma

60 credit hours exempt:

**BUSI 1020U  
BUSI 1450U  
BUSI 1520U  
BUSI 1600U**

**BUSI 3040U  
BUSI 3200U  
BUSI 3220U  
BUSI 3270U**

**ECON 2010U  
ECON 2020U**

**BUSI 2150U  
BUSI 2201U  
BUSI 2202U  
BUSI 2311U  
BUSI 2312U  
BUSI 2603U**

**BUSI 3705U  
BUSI 3800U  
2 General Electives**