

Marketing Program Checklist

Core Commerce Courses

- **BUSI 1010U** - Critical Thinking & Ethics
- **BUSI 1020U** - Business Communications
- **BUSI 1130U** - Intro to Financial Accounting
- **BUSI 1450U** - Statistics
- **BUSI 1520U** - Business Computer Applications
- **BUSI 1600U** - Management of the Enterprise
- **BUSI 1915U** – Fundamentals of Business Math
- **BUSI 1916U** – Mathematical Analysis of Business
- **ECON 2010U** - Microeconomics
- **ECON 2020U** - Macroeconomics
- **BUSI 2180U** - Intro to Managerial Accounting
- **BUSI 2200U** - Marketing Management
- **BUSI 2311U** - Organizational Behaviour
- **BUSI 2312U** - Intro to HR Management
- **BUSI 2401U** - Finance I
- **BUSI 2402U** - Finance II
- **BUSI 2603U** - Intro to Operations Management
- **BUSI 3040U** - Information Systems
- **BUSI 3705U** - Legal Environment of Business
- **BUSI 4701U** - Strategic Management
- **BUSI 4995U** - Capstone Study Project

Elective Courses

- **General Elective** _____
- **General Elective** _____
- **General Elective** _____
- **BUSI Elective** _____
- **BUSI Elective** _____
- **BUSI Elective** _____
- **Open Elective** _____
- **Open Elective** _____
- **Open Elective** _____
- **Open Elective** _____

Marketing Major Courses

- **BUSI 3210U** – Consumer Behaviour
- **BUSI 3260U** – Marketing Research
- **BUSI 3503U** – E-Marketing
- **BUSI 4220U** – Marketing Strategy
- **MKTG Elective Course*** _____
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**MKTG Electives MUST be selected from the following list:*

- 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 Mgmt 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 4280U - Social Media Marketing
- BUSI 4290U – Special Topics in Marketing
- BUSI 4299U – Directed Independent Study in Marketing

Important Notes

- For a list of courses required for a minor, please see the Academic Calendar
- This manual Degree Checklist is only a guide designed to assist students with degree requirements and course selection. Students are advised to make sure they are following the correct degree requirements by checking the Undergraduate Calendar of the year in which they entered their program.
- Please contact your academic advisor with any questions you may have at FBITadvising@ontariotechu.ca
- It is your responsibility to fill out this checklist **PRIOR** to any meeting you have with your advisor.

Faculty of Business and Information Technology
Bachelor of Commerce – Honours – Fall 2017 and 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 Fundamentals of Business Mathematics	ECON 2010U Microeconomics
Year 1 Winter	BUSI 1130U Introduction to Financial Accounting	BUSI 1020U Business Skills and Communications	General Elective	BUSI 1916U Mathematical Analysis for Business	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	***BUSI 3260U Marketing Research OR Marketing Elective Course	BUSI 3210U Consumer Behaviour	BUSI 3503U E-Marketing	General Elective
Year 3 Winter	**BUSI 3040U – Information Systems or BUSI 3705U – Legal Environment of Business	***BUSI 3260U Marketing Research OR Marketing Elective Course	Marketing Elective Course	Open Elective	Open Elective

Year 4 Fall	****BUSI 4995U Capstone or BUSI 4701U Strategic Management	Marketing Elective Course	Marketing Elective Course	BUSI Elective	Open Elective
Year 4 Winter	****BUSI 4995U Capstone or BUSI 4701U Strategic Management	BUSI 4220U Marketing Strategy	Marketing Elective Course	BUSI Elective	Open Elective

*BUSI 2200U Marketing Management and general elective must be taken, however, it can be taken either in the fall or winter semester of Year 2.

**BUSI 3040U and BUSI 3705U both must be taken; however, one can be taken in the fall and the other in winter of Year 3.

***BUSI 3260U Marketing Research and Marketing elective must be taken

****BUSI 4995U and BUSI 4701U Strategic Management both must be taken; however, one can be taken in the fall and the other in winter of Year 4.

BUSI Elective: A course in business, but outside of your major. **General Elective:** A course outside of business. **Open Elective:** Can be a BUSI or general elective