# Faculty of Business and Information Technology

**Bachelor of Commerce – Honours – Fall 2016 Start**

## Marketing Major

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Fall</th>
<th>Course Code</th>
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<tr>
<th>Year 2</th>
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<tr>
<td></td>
<td></td>
<td>BUSI 2160U</td>
<td>Financial Accounting II</td>
<td>BUSI 2200U</td>
<td>Marketing Management or General Elective</td>
<td>BUSI 2311U</td>
<td>Organizational Behaviour</td>
<td>BUSI 1450U</td>
<td>Statistics</td>
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<td>Winter</td>
<td>BUSI 2180U</td>
<td>Introduction to Managerial Accounting</td>
<td>BUSI 2200U</td>
<td>Marketing Management or General Elective</td>
<td>BUSI 2312U</td>
<td>Introduction to Human Resources Management</td>
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<td>Introduction to Operations Management</td>
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<td>BUSI 3040U</td>
<td>Information Systems or BUSI 3705U – Legal Environment of Business</td>
<td>BUSI 3210U</td>
<td>Consumer Behaviour</td>
<td>BUSI 3503U</td>
<td>E-Marketing</td>
<td>Marketing Elective Course</td>
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<td>Winter</td>
<td>BUSI 3040U</td>
<td>Information Systems or BUSI 3705U – Legal Environment of Business</td>
<td>BUSI 3260U</td>
<td>Marketing Research</td>
<td>Marketing Elective Course</td>
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<td></td>
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<td>BUSI 4995U</td>
<td>Capstone or BUSI 4701U Strategic Management</td>
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<td>BUSI Elective</td>
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<td>Winter</td>
<td>BUSI 4995U</td>
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<td>BUSI 4220U</td>
<td>Marketing Strategy</td>
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Marketing Major Courses and Electives

Marketing Major students MUST take the following Marketing Major courses:

- BUSI 2200U – Marketing Management
- BUSI 3210U – Consumer Behaviour
- BUSI 3260U – Marketing Research
- BUSI 3503U – E-Marketing
- BUSI 4220U – Marketing Strategy

And choose FIVE of the following Marketing elective courses:

- 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 Management 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

Explanation of Electives

Marketing Elective: Chosen from the list of marketing electives above. Marketing major students require a minimum of five marketing electives to a maximum of six.

BUSI Elective: A course in business, but outside of your major. For example – BUSI 1700U – Introduction to Entrepreneurship or BUSI 2000U – Collaborative Leadership. Students require a minimum of three BUSI electives.

General Elective: A course outside of business. For example – PSYC 1000U – Introduction to Psychology or SCIE 1920U – Introduction to Astronomy. Marketing students require a minimum of three general elective courses.

Open Elective: Can be a BUSI or general elective. If applicable, minor courses should be taken in these spots.

Remember, it is your responsibility to ensure that you are aware of and have met the necessary degree requirements of both the program and the respective major and minor. Please be sure to contact your academic advisor if you have any questions regarding your course selection. If you do not know who your advisor is, please email FBITadvising@uoit.ca to find out.