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 - Business Math I
- BUSI 1916U - Business Math II
- 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

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

Elective Courses

- General Elective ______________________
- General Elective ______________________
- General Elective ______________________
- BUSI Elective ______________________
- BUSI Elective ______________________
- BUSI Elective ______________________
- Open Elective ______________________
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Important Notes

- For a list of current BUSI and General Electives, please visit the FBIT Communication Board on Blackboard.
- For a list of courses required for a minor, please see the Minor Checklist on Blackboard.
- 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@uoit.ca
- It is your responsibility to fill out this checklist PRIOR to any meeting you have with your advisor.

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.
### Faculty of Business and Information Technology

**Bachelor of Commerce – Honours – Fall 2017 and Later Start**

#### Marketing Major

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<tr>
<th>Year</th>
<th>Fall</th>
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<td>1</td>
<td>BUSI 1520U Business Computer Applications</td>
<td>BUSI 1130U Introduction to Financial Accounting</td>
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<td>BUSI 1010U Critical Thinking and Ethics</td>
<td>BUSI 1020U Business Skills and Communications</td>
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<td>BUSI 1600U Management of the Enterprise</td>
<td>General Elective</td>
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<td>2</td>
<td>BUSI 2180U Introduction to Managerial Accounting</td>
<td>BUSI Elective</td>
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<td>BUSI 2200U Marketing Management or General Elective</td>
<td>BUSI 2312U Introduction to Human Resources Management</td>
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<td>BUSI 2311U Organizational Behaviour</td>
<td>BUSI 2603U Introduction to Operations Management</td>
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<td>BUSI Elective</td>
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**BUSI 2200U Marketing Management must be taken, however, it can be taken either in the fall or winter semester of Year 2.**

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