HONOURS BACHELOR OF COMMERCE (OPTION IN MARKETING) (COMPLEMENTARY OPTION IN ENTREPRENEURSHIP)

Our marketing program is designed to teach how and why people and organizations purchase and consume goods and services. Marketing is a system of interacting business and organizational activities designed to plan, develop, price, promote and distribute products and services. The study of marketing concepts has expanded to include an understanding of the environment in which buyers and sellers operate. Recent applications of marketing to formerly unrelated activities, such as political elections and promoting government programs and agencies, are introduced in more advanced courses for analysis and discussion. As a result of the increased breadth of marketing and the complexity and size of the decisions to be made, marketing requires a good knowledge of both the quantitative and the qualitative concepts, models, theories and techniques of the other areas taught at the Telfer School of Management.

This program is offered in English and in French.

Bachelor of Commerce and Master of Science Management (Research Project) Pathway

This exciting integrated accelerated bachelor's/master's program allows students to earn two degrees in five years. Designed for students with a strong academic record and a keen interest in conducting business research, this integrated program enables select undergraduate students to get a jump-start in their project-based master's program by completing two graduate courses during their last year of the undergraduate degree, and starting their research project in a familiar environment over the summer bridge term between the bachelor's and master's programs. This integrated program focuses on empowering students to develop their business acumen and research skills in a specialized field of study, and to contribute towards smarter decisions about policy and practice in creating a better Canada.

For further information on this Dual Fast-track Degree, please communicate with the Student Services Centre via undergraduate@telfer.uOttawa.ca.

Program Requirements

Co-operative education is available with this program.

The French immersion stream is available with this program.

Requirements for this program have been modified. Please consult the 2021-2022 calendars (http://catalogue.uottawa.ca/en/archives/) for the previous requirements.

ADM 1300	Introduction to Business	3 Units
ADM 1301	Business and Society	3 Units
ADM 1305	Mathematics for Business	3 Units
ADM 1340	Financial Accounting	3 Units
ADM 1370	Applications of Information Technology for Business	3 Units
ECO 1102	Introduction to Macroeconomics	3 Units
ECO 1104	Introduction to Microeconomics	3 Units
ENG 1131	Effective Business English	3 Units
ADM 2302	Business Analytics	3 Units
ADM 2303	Statistics for Management	3 Units
ADM 2304	Applications of Statistical Methods in Business	3 Units
ADM 2320	Marketing	3 Units
ADM 2336	Organizational Behaviour	3 Units
ADM 2337	Human Resource Management	3 Units
ADM 2341	Managerial Accounting	3 Units
ADM 2350	Financial Management	3 Units
ADM 2372	Management Information Systems	3 Units
ADM 2381	Business Communication Skills	3 Units
ADM 3301	Operations Management	3 Units
ADM 3318	International Business	3 Units
ADM 4311	Strategic Management	3 Units
Total:		**63 Units**

Option courses

ADM 3321	Consumer Behaviour	3 Units
ADM 3322	Services Marketing	3 Units
ADM 3323	Market Research	3 Units
ADM 3326	Advertising and Sales Promotion Management	3 Units
ADM 4322	Marketing Strategy	3 Units
ADM 4325	Promotional Planning Practicum	3 Units
3 elective course units in administration (ADM) [1]		3 Units
Total:		**21 Units**

Complementary Option courses

ADM 2313	The Entrepreneurial Society	3 Units
ADM 3313	New Venture Creation	3 Units
ADM 4310	Managing Science and Technology Enterprises	3 Units
ADM 4315	Strategic Entrepreneurship	3 Units
ADM 4316	Management of Innovation	3 Units
Total:		**15 Units**

Elective Courses Options

9 optional course units in administration (ADM)	9 Units
15 elective course units from another faculty [1]	15 Units
15 elective course units	15 Units
or	
one additional option (18 course units) from the list of additional options below	18 Units
15 elective course units from another faculty [1]	15 Units
6 elective course units	6 Units
or	
9 optional course units in administration (ADM)	9 Units

1 http://catalogue.uottawa.ca/en/undergrad/honours-bachelor-commerce-option-marketing-complementary-option-entrepreneurship/index.html

one additional minor (30 course units)	30 Units
Total:	**39 Units**

Note(s)

1

A maximum of 6 course units at the 1000 level can count towards this requirement.

2

ADM 4326, ADM 4328 or ADM 4329 are recommended as part of your elective course units in administration (ADM).