

# HONOURS BACHELOR OF COMMERCE (OPTION IN MARKETING) (COMPLEMENTARY OPTION IN BUSINESS ANALYTICS)

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.

## Program Requirements

Co-operative education is available with this program.

The French immersion stream is available with this program.

### Common Core courses

ADM 1300	Introduction to Business Management	3 Units
ADM 1301	Social Context of 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
3 course units from:		3 Units
PHI 1101	Reasoning and Critical Thinking	
PHI 1301	Philosophy: Ideas and Arguments	
MAT 1300	Mathematical Methods I	3 Units
MAT 1302	Mathematical Methods II	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

PHI 2397	Business Ethics	3 Units
ADM 3301	Operations Management	3 Units
ADM 3318	International Business	3 Units
ADM 4311	Strategic Management	3 Units
Total:		72 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) <sup>1</sup>		3 Units
Total:		21 Units

### Complementary Option courses

ADM 3305	Business Simulation Analytics	3 Units
ADM 4307	Business Forecasting Analytics	3 Units
ADM 4363	Business Optimization Analytics	3 Units
ADM 4964	Application of Business Analytics	3 Units
Total:		12 Units

### Elective courses

15 course units from another faculty <sup>2</sup>		15 Units
---	--	----------

Note(s)

<sup>1</sup> ADM 4326, ADM 4328 or ADM 4329 are recommended.

<sup>2</sup> Maximum of 6 course units at the 1000 level.