HONOURS BACHELOR OF COMMERCE (OPTION IN MARKETING)

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.

Requirements for this program have been modified. Please consult the 2018-2019 calendars (http://catalogue.uottawa.ca/en/archives/) for the previous requirements.

Common Core courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM 1300</td>
<td>Introduction to Business Management</td>
<td>3</td>
</tr>
<tr>
<td>ADM 1301</td>
<td>Social Context of Business</td>
<td>3</td>
</tr>
<tr>
<td>ADM 1340</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ADM 1370</td>
<td>Applications of Information Technology for Business</td>
<td>3</td>
</tr>
<tr>
<td>ECO 1102</td>
<td>Introduction to Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 1104</td>
<td>Introduction to Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ENG 1131</td>
<td>Effective Business English</td>
<td>3</td>
</tr>
</tbody>
</table>

3 course units from:

- PHI 1101  Reasoning and Critical Thinking 3 Units
- PHI 1301  Philosophy: Ideas and Arguments 3 Units
- 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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM 3321</td>
<td>Consumer Behaviour</td>
<td>3</td>
</tr>
<tr>
<td>ADM 3322</td>
<td>Services Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ADM 3323</td>
<td>Market Research</td>
<td>3</td>
</tr>
<tr>
<td>ADM 3326</td>
<td>Advertising and Sales Promotion Management</td>
<td>3</td>
</tr>
<tr>
<td>ADM 4322</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
<tr>
<td>ADM 4325</td>
<td>Promotional Planning Practicum</td>
<td>3</td>
</tr>
</tbody>
</table>

15 elective course units in administration (ADM) 33 Units

Total: 33 Units

Elective courses

15 course units from another faculty 15 Units

Note(s)

1. ADM 4326, ADM 4328 or ADM 4329 are recommended.
2. At most 6 of those course units can be at the 1000 level.