

# 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

|                      |   |         |
|----------------------|---|---------|
| 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  |
| 15 elective course units in administration (ADM) <sup>1</sup> |  | 15 Units |
| Total:  |  | 33 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> At most 6 of those course units can be at the 1000 level.