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| programplan2008.jpg |
| [**Program Requirements**](http://calendar.athabascau.ca/undergrad/2008/page03_36_01.html) | [**Advising Services**](../../index.php) | [**2008/2009 Program Plans**](../08%20index%20files/pplans08.php) | [**Glossary**](http://calendar.athabascau.ca/undergrad/2008/page12.html) |
| The program plans are intended to assist you in planning a program.  Please refer to the official [regulations](http://calendar.athabascau.ca/undergrad/2008/page03_36_01.html).   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **University Certificate In Marketing** **(30 credits)** | | | | | | | **2008/2009 Calendar Requirements -** effective Sept. 1, 2008 | | | | | | | **Course Progress Legend** TR - Transfer Credit Awarded C - Completed AU Course IP - In Progress AU Course | | | | | | | **Level** | **Credits** | **Course** | **Requirement** | **Course Progress** | **Comments\*** | | Junior | 3 | [ADMN232](http://www.athabascau.ca/html/syllabi/admn/admn232.htm) | Required |  |  | | Senior | 6 | [ECOM320](http://www.athabascau.ca/html/syllabi/ecom/ecom320.htm) | Required |  |  | | Junior | 9 | [ECON247](http://www.athabascau.ca/html/syllabi/econ/econ247.htm) | Required |  |  | | Senior | 121 | [LGST369](http://www.athabascau.ca/html/syllabi/lgst/lgst369.htm) | Required |  |  | | Jr/Sr | 15 | [MATH215](http://www.athabascau.ca/html/syllabi/math/math215.htm)  or [MATH216](http://www.athabascau.ca/html/syllabi/math/math216.htm) or [MGSC301](http://www.athabascau.ca/html/syllabi/mgsc/mgsc301.htm) | Required |  | [MGSC301](http://www.athabascau.ca/html/syllabi/mgsc/mgsc301.htm) is strongly recommended. | | Senior | 18 | [MKTG396](http://www.athabascau.ca/html/syllabi/mktg/mktg396.htm) | Required |  |  | | Senior | 21 | [MKTG406](http://www.athabascau.ca/html/syllabi/mktg/mktg406.htm) | Required |  |  | | Senior | 24 | [MKTG440](http://www.athabascau.ca/html/syllabi/mktg/mktg440.htm) | Required |  |  | | Senior | 27 | [MKTG466](http://www.athabascau.ca/html/syllabi/mktg/mktg466.htm) | Required |  |  | | Jr/Sr | 30 |  | Elective |  | See list of electives below. |      |  | | --- | | \* Comments: You may wish to include replacement courses or pre-requisites. |      |  |  | | --- | --- | | **Marketing Electives** (select 3 credits from the following) Students planning to pursue the BMGMT 3 year degree should select [COMM329](http://www.athabascau.ca/html/syllabi/comm/comm329.htm)) | | | [COMM243](http://www.athabascau.ca/html/syllabi/comm/comm243.htm) OR [COMM329](http://www.athabascau.ca/html/syllabi/comm/comm329.htm) | 3 Credits | | [MGSC312](http://www.athabascau.ca/html/syllabi/mgsc/mgsc312.htm) | 3 Credits | | [MKTG410](http://www.athabascau.ca/html/syllabi/mktg/mktg410.htm) | 3 Credits | | [MKTG414](http://www.athabascau.ca/html/syllabi/mktg/mktg414.htm) | 3 Credits | | [Any marketing course](http://www.athabascau.ca/course/ug_subject/list_im.php#mktg) not taken from above | 3 Credits | |