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| programplan2010.jpg |
| **This program plan will assist you in planning your program. You must follow the official program requirements for the calendar year in which you are enrolled.Please contact** [**Faculty of Business advising**](http://business.athabascau.ca/content/studentAdvisors.html) **for program planning assistance.**

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| **Bachelor of Management - Marketing Major - 4 Year (120 credits)** |
| **2010/2011** [**Program Requirements**](http://calendar.athabascau.ca/undergrad/2010/page03_13_01.html) - effective Sept. 1, 2010 - [**Glossary**](http://calendar.athabascau.ca/undergrad/2010/page12.html) |
| **Course Level Legend**Junior/Jr - 200 numbered courseSenior/Sr - 300 or 400 numbered coursePreparatory - 100 numbered course | **Course Progress Legend**TR - Transfer Credit AwardedC - Completed AU CourseIP - In Progress AU Course |
| **Level** | **Credits** | **Course** | **Requirement** | **Course Progress** | **Comments** |
| Junior | 3 | [ADMN232](http://www.athabascau.ca/html/syllabi/admn/admn232.htm) | Required |   |   |
| Junior | 6 | [ADMN233](http://www.athabascau.ca/html/syllabi/admn/admn233.htm) | Required |   |   |
| Junior | 9 | [ACCT245](http://www.athabascau.ca/html/syllabi/acct/acct245.htm) or[ACCT250](http://www.athabascau.ca/html/syllabi/acct/acct250.htm) or[ACCT253](http://www.athabascau.ca/html/syllabi/acct/acct253.htm) | Required |   | Students wishing to take further Accounting courses should take [ACCT253](http://www.athabascau.ca/html/syllabi/acct/acct253.htm) |
| Junior | 12 | [CMIS245](http://www.athabascau.ca/html/syllabi/cmis/cmis245.htm) | Required |   |   |
| Junior | 15 | [ECON247](http://www.athabascau.ca/html/syllabi/econ/econ247.htm) | Required |   |   |
| Junior | 18 | [ECON248](http://www.athabascau.ca/html/syllabi/econ/econ248.htm) | Required |   |   |
| Junior | 21 | [PHIL252](http://www.athabascau.ca/html/syllabi/phil/phil252.htm) | Required |   |   |
| Senior | 24 | [MKTG396](http://www.athabascau.ca/html/syllabi/mktg/mktg396.htm) | Required |   |   |
| Senior | 27 | [LGST369](http://www.athabascau.ca/html/syllabi/lgst/lgst369.htm) | Required |   |   |
| Jr/Sr | 30 | [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. |
| Jr/Sr | 33 | [COMM243](http://www.athabascau.ca/syllabi/comm/comm243.php) or [COMM277](http://www.athabascau.ca/syllabi/comm/comm277.php) or [COMM329](http://www.athabascau.ca/syllabi/comm/comm329.php) | Required |   |   |
| Senior | 36 | [ORGB364](http://www.athabascau.ca/html/syllabi/orgb/orgb364.htm) | Required |   |   |
| Senior | 39 | [FNCE](http://www.athabascau.ca/html/syllabi/fnce/fnce300.htm)300 or[FNCE370](http://www.athabascau.ca/html/syllabi/fnce/fnce370.htm) | Required |   |   |
| Senior | 42 | [PHIL333](http://www.athabascau.ca/html/syllabi/phil/phil333.htm) or [PHIL337](http://www.athabascau.ca/syllabi/phil/phil337.htm) | Required |   |   |
| Senior | 45 | [SOCI321](http://www.athabascau.ca/html/syllabi/soci/soci321.htm) | Required |   |   |
| Jr/Sr | 48 |   | Option \* |   | [Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/businessadmin.php) |
| Jr/Sr | 51 |   | Option \* |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Jr/Sr | 54 |   | Option \* |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 57 |   | Option |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 60 |   | Option |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 63 | [ADMN417](http://www.athabascau.ca/html/syllabi/admn/admn417.htm) | Required |   |   |
| Senior | 66 | [CMIS351](http://www.athabascau.ca/html/syllabi/cmis/cmis351.htm) | Required |   |   |
| Senior | 69 | [ECOM320](http://www.athabascau.ca/html/syllabi/ecom/ecom320.htm) | Required |   |   |
| Senior | 72 | [ECON401](http://www.athabascau.ca/html/syllabi/econ/econ401.htm) | Required |   |   |
| Senior | 75 | [HRMT386](http://www.athabascau.ca/html/syllabi/hrmt/hrmt386.htm) or[ORGB386](http://www.athabascau.ca/html/syllabi/orgb/orgb386.htm) | Required |   |   |
| Senior | 78 | [MKTG406](http://www.athabascau.ca/html/syllabi/mktg/mktg406.htm) | Major Required |   |   |
| Senior | 81 | [MKTG440](http://www.athabascau.ca/html/syllabi/mktg/mktg440.htm) | Major Required |   |   |
| Senior | 84 | [MKTG466](http://www.athabascau.ca/html/syllabi/mktg/mktg466.htm) | Major Required |   |   |
| Senior | 87 | [Sr. MKTG](http://www.athabascau.ca/course/ug_subject/list_im.php#mktg) | Option |   |   |
| Senior | 90 | [Sr. MKTG](http://www.athabascau.ca/course/ug_subject/list_im.php#mktg) | Option |   |   |
| Senior | 93 |   | Option |   | [Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/businessadmin.php) |
| Senior | 96 |   | Option |   | [Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/businessadmin.php) |
| Jr/Sr | 99 |   | Option |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Jr/Sr | 102 |   | Option |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 105 |   | Option |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 108 |   | Option |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 111 |   | Option \*\* |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 114 |   | Option \*\* |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 117 |   | Option \*\* |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 120 | [ADMN404](http://www.athabascau.ca/html/syllabi/admn/admn404.htm) | Required |   | Last course completed - Must be taken with AU |

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| **Residency requirement.** A minimum of 30 credits must be obtained through Athabasca University in senior (300 or 400 level) courses, including [ADMN404](http://www.athabascau.ca/html/syllabi/admn/admn404.htm). |
| \* A maximum of 3 credits allowed in any area of study at the preparatory (100) level. |
| \*\* Among the above options, students must select 9 credits (3 courses) of critical perspectives courses from the following courses: [GOVN301](http://www.athabascau.ca/html/syllabi/govn/govn301.htm)/POLI301, [GOVN403](http://www.athabascau.ca/html/syllabi/govn/govn403.htm)/[GLST403](http://www.athabascau.ca/html/syllabi/glst/glst403.htm)/[POLI403](http://www.athabascau.ca/html/syllabi/poli/poli403.htm), [GOVN440](http://www.athabascau.ca/html/syllabi/govn/govn440.htm)/[GLST440](http://www.athabascau.ca/html/syllabi/glst/glst440.htm)/[POLI440](http://www.athabascau.ca/html/syllabi/poli/poli440.htm), [IDRL305](http://www.athabascau.ca/html/syllabi/idrl/idrl305.htm), (IDRL312 closed Dec 6/16), [POLI480](http://www.athabascau.ca/html/syllabi/poli/poli480.htm), [PSYC300](http://www.athabascau.ca/html/syllabi/psyc/psyc300.htm), [PSYC379](http://www.athabascau.ca/html/syllabi/psyc/psyc379.htm), [SOCI300](http://www.athabascau.ca/html/syllabi/soci/soci300.htm), [SOCI345](http://www.athabascau.ca/html/syllabi/soci/soci345.htm)/[WMST345](http://www.athabascau.ca/html/syllabi/wmst/wmst345.htm), [SOCI348](http://www.athabascau.ca/html/syllabi/soci/soci348.htm), [WMST421](http://www.athabascau.ca/html/syllabi/wmst/wmst421.htm)/[HSRV421](http://www.athabascau.ca/html/syllabi/hsrv/hsrv421.htm), [WMST446](http://www.athabascau.ca/html/syllabi/wmst/wmst446.htm) |

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