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| programplan2011.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.**   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **University Certificate In Marketing** **(30 credits)** | | | | | | | **2011/2012** [**Program Requirements**](http://calendar.athabascau.ca/undergrad/2011/page03_36_01.php) - effective Sept. 1, 2011 - [**Glossary**](http://calendar.athabascau.ca/undergrad/2011/page12.php) | | | | | | | **Course Level Legend** Junior/Jr - 200 numbered course Senior/Sr - 300 or 400 numbered course Preparatory - 100 numbered course | | | | **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 |  |  | | Junior | 6 | [ECON247](http://www.athabascau.ca/html/syllabi/econ/econ247.htm) | Required |  |  | | Senior | 9 | [ECOM320](http://www.athabascau.ca/html/syllabi/ecom/ecom320.htm) | Required |  |  | | Senior | 12 | [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. |  |  | | --- | | **Residency requirement.** A minimum of 15 credits must be obtained through Athabasca University. |  |  |  | | --- | --- | | **Marketing Electives** (select 3 credits from the following) Students planning to pursue the BMGMT 3 year degree must select the COMM course relevant to the degree regulations they will be following. | | | [COMM243](http://www.athabascau.ca/html/syllabi/comm/comm243.htm) OR [COMM277](http://www.athabascau.ca/syllabi/comm/comm277.php) 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 | |