# Bachelor of Management – Marketing Major – Post Diploma

## Four Year (120 credits)

For **60 block credit transfer** - 2-3 year Business Diplomas

## **2015/2016** [**Program Requirements**](http://calendar.athabascau.ca/undergrad/2015/page03_14_01.php) - Effective September 1, 2015

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 [Advising Services](http://business.athabascau.ca/students/undergraduate-student-support/) for program planning assistance.

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| **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 |

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| **LEVEL** | **TOTAL CREDITS** | **COURSE** | **REQUIREMENT** | **COURSE**  **PROGRESS** | **COMMENTS** |
| Senior | 3 | [CMIS351](http://www.athabascau.ca/html/syllabi/cmis/cmis351.htm) | Required |  |  |
| Senior | 6 | [ECOM320](http://www.athabascau.ca/html/syllabi/ecom/ecom320.htm) | Required |  |  |
| Senior | 9 | [ECON401](http://www.athabascau.ca/html/syllabi/econ/econ401.htm) | Required |  |  |
| Senior | 12 | [ADMN417](http://www.athabascau.ca/html/syllabi/admn/admn417.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 | [HRMT386](http://www.athabascau.ca/html/syllabi/hrmt/hrmt386.htm) or [ORGB386](http://www.athabascau.ca/html/syllabi/orgb/orgb386.htm) | Required |  |  |
| Senior | 21 | [FNCE300](http://www.athabascau.ca/syllabi/fnce/fnce300.php) or [FNCE370](http://www.athabascau.ca/html/syllabi/fnce/fnce370.htm) | Required |  |  |
| Senior | 24 | [MKTG406](http://www.athabascau.ca/html/syllabi/mktg/mktg406.htm) | Major Required |  |  |
| Senior | 27 | [MKTG440](http://www.athabascau.ca/html/syllabi/mktg/mktg440.htm) | Major Required |  |  |
| Senior | 30 | [MKTG466](http://www.athabascau.ca/html/syllabi/mktg/mktg466.htm) | Major Required |  |  |
| Senior | 33 | [Sr. MKTG](http://www.athabascau.ca/course/ug_subject/list_im.php#mktg) | Elective |  |  |
| Senior | 36 | [Sr. MKTG](http://www.athabascau.ca/course/ug_subject/list_im.php#mktg) | Elective |  |  |
| Jr/Sr | 39 |  | Option |  | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Jr/Sr | 42 |  | Option \* |  | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 45 |  | Option \* |  | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 48 |  | Option \* |  | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 51 |  | Option |  | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 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 | [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). |
| \* Among the above options, students must select 9 credits (3 courses) of critical perspectives courses from the following: [GOVN301](http://www.athabascau.ca/html/syllabi/govn/govn301.htm)/[POLI301](http://www2.athabascau.ca/syllabi/poli/poli301.php), [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](http://www.athabascau.ca/html/syllabi/idrl/idrl312.htm) closed Dec.6/16), [PHIL252](http://www.athabascau.ca/html/syllabi/phil/phil252.htm) (if not taken in Years 1 and 2), [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)/[WGST345](http://www2.athabascau.ca/syllabi/wgst/wgst345.htm), [SOCI348](http://www.athabascau.ca/html/syllabi/soci/soci348.htm), [WGST421](http://www2.athabascau.ca/syllabi/wgst/wgst421.htm)/[HSRV421](http://www.athabascau.ca/html/syllabi/hsrv/hsrv421.htm) |