# Bachelor of Management – Marketing Major

## Four Year (120 credits)

## **2018/2019** [**Program Requirements**](http://calendar.athabascau.ca/undergrad/2018/program/mgmt-mktg-4.php) - **Effective January 1, 2019**

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

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| **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 |

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| **LEVEL** | **TOTAL 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 | [ACCT250](http://www.athabascau.ca/html/syllabi/acct/acct250.htm) or [ACCT253](http://www.athabascau.ca/html/syllabi/acct/acct253.htm) | Required |   | Students who are planning to take further accounting courses or ladder to a 4 yr degree are advised to 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 |   |   |
| Junior | 24 | [COMM243](http://www.athabascau.ca/syllabi/comm/comm243.php) or [COMM277](http://www.athabascau.ca/syllabi/comm/comm277.php) | Required |   |   |
| Senior | 27 | [MKTG396](http://www.athabascau.ca/html/syllabi/mktg/mktg396.htm) | Required |   |   |
| Senior | 30 | [LGST369](http://www.athabascau.ca/html/syllabi/lgst/lgst369.htm) | Required |   |  |
| Junior | 33 | [MATH265](http://www.athabascau.ca/html/syllabi/math/math265.htm),[MATH244](http://www.athabascau.ca/html/syllabi/math/math244.htm),[MATH260](http://www.athabascau.ca/html/syllabi/math/math260.htm) or[MATH270](http://www.athabascau.ca/html/syllabi/math/math270.htm) | Required |   | Students who wish to pursue 400 level Finance courses are encouraged to take [MATH260](http://www.athabascau.ca/html/syllabi/math/math260.htm). |
| Senior | 36 | [MGSC301](http://www.athabascau.ca/html/syllabi/mgsc/mgsc301.htm) | Required |   |   |
| Senior | 39 | [PHIL333](http://www.athabascau.ca/html/syllabi/phil/phil333.htm) or [PHIL337](http://www.athabascau.ca/syllabi/phil/phil337.htm) | Required |   |   |
| Jr/Sr | 42 |  | Option |   |  [Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/businessadmin.php) |
| Jr/Sr | 45 |  | Option |   |  [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php)(an English course is recommended) |
| Jr/Sr | 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 |   | Option |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Years 3 & 4 **\*\*\*** |
| Senior | 63 |  [ACCT355](https://www.athabascau.ca/syllabi/acct/acct355.php) | Required\*\*\* |   |  |
| Senior | 66 | [ADMN417](http://www.athabascau.ca/html/syllabi/admn/admn417.htm) or [ECON401](https://www.athabascau.ca/syllabi/econ/econ401.php) | Required\*\*\* |   |   |
| Senior | 69 | [CMIS351](http://www.athabascau.ca/html/syllabi/cmis/cmis351.htm) | Required\*\*\* |   |   |
| Senior | 72 | [FNCE300/ECON300](https://www.athabascau.ca/syllabi/econ/econ300.php) or [FNCE370](https://www.athabascau.ca/syllabi/fnce/fnce370.php) | Required\*\*\* |   | Students planning to pursue further courses in finance or accounting should take FNCE370.  |
| Senior | 75 | ORGB364 | Required\*\*\* |   |   |
| Senior | 78 | [HRMT386](http://www.athabascau.ca/html/syllabi/hrmt/hrmt386.htm) or[ORGB386](http://www.athabascau.ca/html/syllabi/orgb/orgb386.htm) | Required\*\*\* |   |   |
| Senior | 81 | [MGSC368](https://www.athabascau.ca/syllabi/mgsc/mgsc368.php) or [MGSC369](https://www.athabascau.ca/syllabi/mgsc/mgsc369.php)  | Required\*\*\* |   |  |
| Senior | 84 | [MGSC312](https://www.athabascau.ca/syllabi/mgsc/mgsc312.php) | Required\*\*\* |  |  |
| Senior | 87 | [MKTG406](http://www.athabascau.ca/html/syllabi/mktg/mktg406.htm) | Major Required |   |   |
| Senior | 90 | [MKTG440](http://www.athabascau.ca/html/syllabi/mktg/mktg440.htm) | Major Required |   |   |
| Senior | 93 | [MKTG466](http://www.athabascau.ca/html/syllabi/mktg/mktg466.htm) | Major Required |   |   |
| Senior | 96 | [Sr. MKTG](http://www.athabascau.ca/course/ug_subject/list_im.php#mktg) | Major Required |   |   |
| Senior | 99 | [Sr. MKTG](http://www.athabascau.ca/course/ug_subject/list_im.php#mktg) | Major Required |   |   |
| Senior | 102 |   | Option |   | [Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/businessadmin.php) |
| Senior | 105 |   | Option |   | [Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/businessadmin.php) |
| Senior | 108 |   | Option |   | [Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/businessadmin.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 | [ADMN404](http://www.athabascau.ca/html/syllabi/admn/admn404.htm) | Required\*\* |   | Capstone I - Must be taken with AU |
| Senior | 120 | [ADMN405](https://www.athabascau.ca/syllabi/admn/admn405.php) | Required\*\* |   | Capstone IILast course completed – Must be taken with AU |

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| \* A maximum of 3 credits allowed in any area of study at the preparatory (100) level. |
| \*\*Note: Program requires 12 credits at the 400-level. ADMN404 and ADMN405 are included as part of these credits and must be taken at Athabasca University. |
| **Residency requirement**. A minimum of 30 credits must be obtained through Athabasca University in senior (300 or 400 level) courses. These 30 credits must include [ADMN404](http://www.athabascau.ca/html/syllabi/admn/admn404.htm) and ADMN405 plus 12 credits from the list of required courses for Years 3 and 4\*\*\*(A maximum of 12 credits can be transferred in for the required courses in years 3 & 4). |