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| programplan2002.jpg |
| [**Program Requirements**](http://calendar.athabascau.ca/undergrad/2002/underprog4_12.html#marketing) | **[Advising Services](http://advising.athabascau.ca/index.php)** | **[2002/2003 Program Plans](http://advising.athabascau.ca/Advising%20Program%20Plans%202002/02%20index%20files/pplans02.php)** | [**Glossary**](http://calendar.athabascau.ca/undergrad/2002/glossary17.html) |
| The program plans are intended to assist you in planning a program. Please refer to the official [regulations](http://calendar.athabascau.ca/undergrad/2002/underprog4_12.html#marketing).

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| **Bachelor of Management - Marketing Major - 4 Year (120 Credits)** |
| **2002/2003 Calendar Requirements -** effective Sept. 1, 2002 |
| **Level** | **Credits** | **Course** | **Requirement** | **Status\*** | **Comments\*\*** |
| Junior | 3 | [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 |   |   |
| Junior | 6 | [ADMN232](http://www.athabascau.ca/html/syllabi/admn/admn232.htm) | Required |   |   |
| Junior  | 9 | [ADMN233](http://www.athabascau.ca/html/syllabi/admn/admn233.htm) | Required |   | Students are strongly encouraged toregister in [ADMN233](http://www.athabascau.ca/html/syllabi/admn/admn233.htm) and [PHIL252](http://www.athabascau.ca/html/syllabi/phil/phil252.htm) early in their program. |
| Senior | 12 | [COMM329](http://www.athabascau.ca/html/syllabi/comm/comm329.htm) or[COMM377](http://www.athabascau.ca/html/syllabi/comm/comm377.htm) | Required |   |   |
| Junior  | 15 | [COMP200](http://www.athabascau.ca/html/syllabi/comp/comp200.htm) or[CMIS311](http://www.athabascau.ca/html/syllabi/cmis/cmis311.htm) | Required  |   | Effective June 16, 2004 and retro-active, requirement is [CMIS311](http://www.athabascau.ca/html/syllabi/cmis/cmis311.htm) or **any** [**COMP**](http://www.athabascau.ca/course/ug_subject/list_cd.php#comp) **courses.** |
| Junior  | 18 | [ECON247](http://www.athabascau.ca/html/syllabi/econ/econ247.htm) | Required  |   |   |
| Junior  | 21 | [ECON248](http://www.athabascau.ca/html/syllabi/econ/econ248.htm) | Required  |   |   |
| Jr/Sr | 24 | [FNCE234](http://www.athabascau.ca/html/syllabi/fnce/fnce234.htm) or [FNCE370](http://www.athabascau.ca/html/syllabi/fnce/fnce370.htm) | Required  |   |   |
| Junior  | 27 | [LGST369](http://www.athabascau.ca/html/syllabi/lgst/lgst369.htm) or LGST3XX  | Required  |   | LGST3XX = International Business law (in development) |
| 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  |   |   |
| Senior  | 33 | [MKTG396](http://www.athabascau.ca/html/syllabi/mktg/mktg396.htm) | Required  |   |   |
| Senior  | 36 | [ORGB364](http://www.athabascau.ca/html/syllabi/orgb/orgb364.htm) | Required  |   |   |
| Junior | 39 | [PHIL252](http://www.athabascau.ca/html/syllabi/phil/phil252.htm) | Required  |   | Students are strongly encouraged to  register in [ADMN233](http://www.athabascau.ca/html/syllabi/admn/admn233.htm) and [PHIL252](http://www.athabascau.ca/html/syllabi/phil/phil252.htm) early in their program |
| 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  |   | [Humanities](http://www.athabascau.ca/course/ug_area/humanities.php), [Science](http://www.athabascau.ca/course/ug_area/science.php), [Social Science](http://www.athabascau.ca/course/ug_area/social.php) |
| Jr/Sr | 54 |   | Option  |   | [Humanities](http://www.athabascau.ca/course/ug_area/humanities.php), [Science](http://www.athabascau.ca/course/ug_area/science.php), [Social Science](http://www.athabascau.ca/course/ug_area/social.php) |
| Senior  | 57 |   | Option  |   | [Humanities](http://www.athabascau.ca/course/ug_area/humanities.php), [Science](http://www.athabascau.ca/course/ug_area/science.php), [Social Science](http://www.athabascau.ca/course/ug_area/social.php)  |
| Senior | 60 |   | Option  |   | [Humanities](http://www.athabascau.ca/course/ug_area/humanities.php), [Science](http://www.athabascau.ca/course/ug_area/science.php), [Social Science](http://www.athabascau.ca/course/ug_area/social.php)  |
| Senior  | 63 | [ADMN404](http://www.athabascau.ca/html/syllabi/admn/admn404.htm) | Required |   | Last course completed. |
| Senior  | 66 | [ADMN417](http://www.athabascau.ca/html/syllabi/admn/admn417.htm) | Required  |   |   |
| Senior  | 69 | [CMIS351](http://www.athabascau.ca/html/syllabi/cmis/cmis351.htm) | Required  |   |   |
| Senior  | 72 | [ECOM320](http://www.athabascau.ca/html/syllabi/ecom/ecom320.htm) | Required |   |   |
| Senior  | 75 | [ECON301](http://www.athabascau.ca/html/syllabi/econ/econ301.htm) | Required |   |   |
| Senior  | 78 |   [MGSC312](http://www.athabascau.ca/html/syllabi/mgsc/mgsc312.htm) | Required |   |   |
| Senior  | 81 | [HRMT386](http://www.athabascau.ca/html/syllabi/hrmt/hrmt386.htm) or[ORGB386](http://www.athabascau.ca/html/syllabi/orgb/orgb386.htm) | Required |   |   |
| Senior  | 84 |   [MKTG406](http://www.athabascau.ca/html/syllabi/mktg/mktg406.htm) | Required |   |   |
| Senior  | 87 |   [MKTG440](http://www.athabascau.ca/html/syllabi/mktg/mktg440.htm) | Required |   |   |
| Senior  | 90 |   [MKTG466](http://www.athabascau.ca/html/syllabi/mktg/mktg466.htm) | Required |   |   |
| Jr/Sr | 93 | [Sr.MKTG](http://www.athabascau.ca/course/ug_subject/list_im.php#mktg) or [ENTP212](http://www.athabascau.ca/html/syllabi/entp/entp212.htm) or [ACCT356](http://www.athabascau.ca/html/syllabi/acct/acct356.htm) or[MGSC405](http://www.athabascau.ca/html/syllabi/mgsc/mgsc405.htm) | Option |   | 1 of 4 choices |
| Jr/Sr | 96 | [Sr.MKTG](http://www.athabascau.ca/course/ug_subject/list_im.php#mktg) or [ENTP212](http://www.athabascau.ca/html/syllabi/entp/entp212.htm) or [ACCT356](http://www.athabascau.ca/html/syllabi/acct/acct356.htm) or[MGSC405](http://www.athabascau.ca/html/syllabi/mgsc/mgsc405.htm) | Option |   | 1 of 4 choices  |
| Senior | 99 |   | Option |   | [Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/businessadmin.php) |
| Jr/Sr | 102 |   | Option |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Jr/Sr | 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 |   | Option |   | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |

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| \* Status can indicate completed, in progress, transfered or pre-registered.  |
| \*\* Comments may include required prerequisites.  |
| \*\*\*Among the above options, students must select 9 credits (3 courses) of critical perspectives courses from the following courses:[GOVN400](http://www.athabascau.ca/html/syllabi/govn/govn400.htm), [GOVN403](http://www.athabascau.ca/html/syllabi/govn/govn403.htm), [IDRL305](http://www.athabascau.ca/html/syllabi/idrl/idrl305.htm), [IDRL312](http://www.athabascau.ca/html/syllabi/idrl/idrl312.htm), [SOCI300](http://www.athabascau.ca/html/syllabi/soci/soci300.htm), [POLI480](http://www.athabascau.ca/html/syllabi/poli/poli480.htm), [PSYC300](http://www.athabascau.ca/html/syllabi/psyc/psyc300.htm) (was CADE300), [PSYC379](http://www.athabascau.ca/html/syllabi/psyc/psyc379.htm) or [WMST321](http://www.athabascau.ca/html/syllabi/wmst/wmst321.htm) |

 Content: [Advising Services](http://advising.athabascau.ca/index.php)Last updated: February 07, 2005 |

http://advising.athabascau.ca/Advising%20Program%20Plans%202002/02%20Program%20Plans/bmg4mk02.docx