# Bachelor of Commerce – Marketing Major – Post Diploma

## Four Year (120 credits)

**For 30 block credit transfer** - 2 year Non-Business Diplomas

## **2023/2024** [**Program Requirements**](https://www.athabascau.ca/calendar/2023/undergraduate/program-regulations/degrees/bachelor-of-commerce-marketing-major-post-diploma.html) - **Effective September 1, 2023**

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](https://www.athabascau.ca/business/about/contact-us.html) 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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| Minimum block transfer award for an approved non-business diploma is 30 credits. The following courses must also be completed and the block transfer award can be increased for any remaining required course already held within the program up to 60 credits. | | | | | |
| **Bridging Courses** | | | | | |
| **LEVEL** | **TOTAL CREDITS** | **COURSE** | **REQUIREMENT** | **COURSE**  **PROGRESS** | **COMMENTS** |
| Junior | 3 | [ADMN232](http://www.athabascau.ca/html/syllabi/admn/admn232.htm) or  [ADMN201](https://www.athabascau.ca/syllabi/admn/admn201.html) | 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 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 | [COMM243](http://www.athabascau.ca/syllabi/comm/comm243.php) or  [COMM277](http://www.athabascau.ca/syllabi/comm/comm277.php) | Required |  |  |
| 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 |  |  |
| Senior | 24 | [LGST369](http://www.athabascau.ca/html/syllabi/lgst/lgst369.htm) | Required |  |  |
| Senior | 27 | [MGSC301](http://www.athabascau.ca/html/syllabi/mgsc/mgsc301.htm) | Required |  |  |
| Junior | 30 | [MATH244](https://www.athabascau.ca/syllabi/math/math244.php) or [MATH260](https://www.athabascau.ca/syllabi/math/math260.php) or [MATH265](https://www.athabascau.ca/syllabi/math/math265.php) or [MATH270](https://www.athabascau.ca/syllabi/math/math270.php) | Required |  | Students who wish to pursue 400 level Finance courses are encouraged to take [MATH260](http://www.athabascau.ca/html/syllabi/math/math260.htm). |
| **LEVEL** | TOTAL CREDITS | **COURSE** | **REQUIREMENT** | **COURSE PROGRESS** | **COMMENTS** |
| Senior | 33 | [ACCT355](https://www.athabascau.ca/syllabi/acct/acct355.php) | Required |  |  |
| Senior | 36 | [ADMN417](http://www.athabascau.ca/html/syllabi/admn/admn417.htm) or  [ECON401](http://www.athabascau.ca/html/syllabi/econ/econ401.htm) | Required |  |  |
| Senior | 39 | [CMIS351](http://www.athabascau.ca/html/syllabi/cmis/cmis351.htm) | Required |  |  |
| Senior | 42 | [FNCE300](http://www.athabascau.ca/syllabi/fnce/fnce300.php)/[ECON300](https://www.athabascau.ca/syllabi/econ/econ300.php)  or [FNCE370](http://www.athabascau.ca/html/syllabi/fnce/fnce370.htm) | Required |  | Students planning to pursue further courses in finance or accounting should take [FNCE370](https://www.athabascau.ca/syllabi/fnce/fnce370.html). |
| Senior | 45 | [ORGB364](http://www.athabascau.ca/html/syllabi/orgb/orgb364.htm) | Required |  |  |
| Senior | 48 | [HRMT386](http://www.athabascau.ca/html/syllabi/hrmt/hrmt386.htm) | Required |  |  |
| Senior | 51 | [MGSC312](https://www.athabascau.ca/syllabi/mgsc/mgsc312.php) | Required |  |  |
| Senior | 54 | [MGSC368](http://www.athabascau.ca/html/syllabi/mgsc/mgsc368.htm) or  [MGSC369](http://www.athabascau.ca/html/syllabi/mgsc/mgsc369.htm) | Required |  |  |
| Senior | 57 | [MKTG406](http://www.athabascau.ca/html/syllabi/mktg/mktg406.htm) | Major Required |  |  |
| Senior | 60 | [MKTG440](http://www.athabascau.ca/html/syllabi/mktg/mktg440.htm) | Major Required |  |  |
| Senior | 63 | [MKTG466](http://www.athabascau.ca/html/syllabi/mktg/mktg466.htm) | Major Required |  |  |
| Senior | 66 | [Sr. MKTG](https://www.athabascau.ca/course/index.html?/undergraduate/all/all/marketing/) | Major Required |  |  |
| Senior | 69 | [Sr. MKTG](https://www.athabascau.ca/course/index.html?/undergraduate/all/all/marketing/) | Major Required |  |  |
| Senior | 72 |  | Option |  | [Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/business-and-administrative/all/) |
| Senior | 75 |  | Option |  | [Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/business-and-administrative/all/) |
| Senior | 78 |  | Option |  | [Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/business-and-administrative/all/) |
| Senior | 81 |  | Option |  | [Non Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/non-business-and-admin/all/) |
| Senior | 84 |  | Option |  | [Non Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/non-business-and-admin/all/) |
| Senior | 87 | [ADMN404](http://www.athabascau.ca/html/syllabi/admn/admn404.htm) | Required |  | Capstone I |
| Senior | 90 | [ADMN405](https://www.athabascau.ca/syllabi/admn/admn405.php) | Required |  | Capstone II - Last course completed – Must be taken with AU |

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| Note: Program requires 12 credits at the 400-level (including [ADMN405](https://www.athabascau.ca/syllabi/admn/admn405.php)). |
| **Residency requirement.** A minimum of 30 credits must be obtained through Athabasca University in senior (300 or 400 level) courses, including [ADMN405](https://www.athabascau.ca/syllabi/admn/admn405.php) |