

BBA – MARKETING Communication Management (BBA – MCM)

Personal Learning Plan

ONLY students who completed one or more School of Business courses at Camosun College prior to Sept 1, 2013, may graduate with (BBA-MCM) OR (BBA-MARK) requirements

- For the BBA – MCM, all requirements listed in Years 1 – 4 must be completed plus the work term requirement
- Students with credit for (**formerly BUS # or MARK #**) course(s) will receive credit for the NEW course(s). Only the old version or the new version of a course may be used as credit for a credential. Students **may not receive credit for both versions of a course.**
- Alternative equivalent courses from Camosun and other institutions may be substituted

REQUIREMENTS	Course Pre-reqs	Completed
YEAR 1		
ACCT 110 Financial Accounting 1	C in Engl 12 & Math 11 (<i>or alternate equiv</i>)	
BUS 130 Business Communications	(or co-req) C in Engl 12 (<i>or alternate equiv</i>)	
BUS 150 Introduction to Management	(or co-req) C in Engl 12 (<i>or alternate equiv</i>)	
FIN 110 Fundamentals of Finance	C in Engl 12 & Math 11 (<i>or alternate equiv</i>)	
MARK 110 Introduction to Marketing	C in Engl 11 & Math 11 (<i>or alternate equiv</i>)	
Elective -100 level or higher non-school of business academic course	Varies (recommend pre-requisite course for ENGL 250)	
Elective -100 level or higher non-school of business academic course	varies	
Elective -100 level or higher non-school of business academic course	varies	
Elective -100 level or higher non-school of business academic course	varies	
Elective -100 level or higher business or non-business academic course	Varies	
YEAR 2		
MARK 220 Marketing Communications	C in MARK 110	
MARK 325 Public Relations (<i>formerly MARK 225</i>)	C in MARK 220 and any 200 level School of Business course	
Elective -100 level or higher business or non-business academic course	Varies	
Elective -100 level or higher business or non-business academic course	Varies	
Elective -100 level or higher business or non-business academic course	varies	
Elective -200 level or higher business or non-business academic course	Varies	
Elective -200 level or higher business or non-business academic course	Varies	
Elective -200 level or higher business or non-business academic course	Varies	
Elective -200 level or higher business or non-business academic course	Varies	
Elective -200 level or higher business or non-business academic course	Varies	
Work term Requirements for the BBA:		
EVERY STUDENT should meet with the Marketing Program Leader for additional information:		
MARK 499 - Self-directed work experience <u>OR</u>		

BUS 201 - Co-op work term		
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YEAR 3		
BUS 214 Leadership	C in BUS 150, or BUS 110, or PADM 112	
ACCT 207 Managerial Accounting	C in ACCT 110	
BUS 230 Elementary Statistics	C in Math 11 (or alternate equiv)	
ENGL 250 Advanced Composition	ENGL 150 and BUS 130 or ENGL 150 & another 100 level ENGL course	
ECON 103 Principles of Microeconomics	C in Engl 12 & Math 11 (or alternate equiv)	
MARK 210 Marketing Research	C in BUS 230 & MARK 110	
MARK 340 Communication Tools & Media	C in MARK 220 or SPMA 260	
Elective - any 300 level or higher Sch of BUS course (Recommend: 300 or 400 level MARK course)	Varies	
Elective - any 300 level or higher Sch of BUS course (Recommend: 300 or 400 level MARK course)	varies	
Elective - any 300 level or higher Sch of BUS course (Recommend: 300 or 400 level MARK course)	varies	

YEAR 4		
<p><i>(yrs 1 – 4 plus work term with a program average of C+ = BBA)</i> A minimum of 10 courses must be completed at Camosun College and must include at least 6 of the following courses: BUS 322, BUS 330, one of BUS 450 or BUS 460, BUS 480, one of BUS 427 (or MARK 420), MARK 340, MARK 433.</p>		
BUS 231 Quantitative Methods <i>OR</i> UT MATH	(BUS 231): BUS 230 (or alternate equiv) <i>OR</i> (UT MATH): varies	
BUS 322 Leading Organizational Change	BUS 214 or BUS 220	
BUS 330 Advanced Communications	C in BUS 130 & MARK 325	
BUS 427 Project Management (<i>exemption will be allowed for *NEW* MARK 420 Marketing Project Management</i>)	(BUS 427): BUS 130 and BUS 150, and BUS 214 <i>OR</i> (MARK 420): C in BUS 220, BUS 360, MARK 365, and one of MARK 340 or MARK 385	
BUS 450 International Management <i>OR</i> BUS 460 International Trade and Finance	(BUS 450): Open to year 3 & 4 BBA students only (BUS 460): BUS 230, ECON 103, ECON 104 ENGL 250, PHIL 330	
BUS 480 Advanced Business Strategies	Successful completion of at least 30 courses of BBA or SPMT program	
MARK 433 Strategic Communications	C in MARK 325 and BUS 330	
PHIL 330 Ethics in Business	C in Engl 151 (or alternate equiv)	
Elective -200 level or higher business or non-business academic course	Varies	
Elective -200 level or higher business or non-business academic course	Varies	

Marketing Department Electives Offered

<i>BUS 360 Global Business Strategies</i>	C in ECON 103, or ECON 104; and any School of Business 200 level course	
<i>MARK 230 Retail Merchandising</i>	C in MARK 110	
<i>MARK 385 Services Marketing</i>	C in MARK 110 or SPEX 160 and one of any 200 level School of Business course or SPMA 260	
<i>MARK 395 Customer Relationship Management</i>	C in MARK 110 & any 200 level School of Business course	
<i>MARK 435 Sales Management</i>	C in MARK 235	
<i>MARK 465 Business to Business Marketing</i>	C in MARK 110 & any 200 level School of Business course	
<i>MARK 365 Consumer Behaviour</i>	C in MARK 110 or (SPEX 160 and SPMA 260) and any 200	

