

# BBA – MARKETING\* (BBA-MARK) Personal Learning Plan

(\*name change to be approved)

## PLEASE NOTE:

- For the BBA-MARK, all requirements listed in Years 1 – 4 must be completed
- The (*formerly BUS # or MARK #*) courses will no longer be offered. Students with credit for (*formerly BUS # or MARK #*) course(s) will receive credit for the NEW course(s).
- Alternative equivalent courses from Camosun and other institutions may be substituted

REQUIREMENTS	Course Pre-reqs	Completed
<b>YEAR 1</b>		
<i>(yr 1 with a program average of C = Certificate in Business Admin)</i>		
ACCT 110 Financial Accounting 1	C in Engl 12 & Math 11 <i>(or alternate equiv)</i>	
ACCT 207 Managerial Accounting	C in ACCT 110	
BUS 130 Business Communications	<i>(or co-req)</i> C in Engl 12 <i>(or alternate equiv)</i>	
BUS 140 Business Info Technology	C in Engl 11 <i>(or alternate equiv)</i>	
BUS 141 Business Info Systems	C in BUS 140	
BUS 150 Introduction to Management	<i>(or co-req)</i> C in Engl 12 <i>(or alternate equiv)</i>	
ECON 103 Principles of Microeconomics	C in Engl 12 & Math 11 <i>(or alternate equiv)</i>	
ENGL 151 Academic Writing Strategies	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>	
<b>YEAR 2</b>		
<i>(yrs 1 &amp; 2 with a program average of C = Business Admin Diploma, Marketing)</i>		
ABT 294 Website Design and Maintenance	C in Engl 12 <i>(or alternate equiv)</i> & BUS 140	
BUS 230 Elementary Statistics	C in Math 11 <i>(or alternate equiv)</i>	
BUS 276 Business Law	C in Engl 12 <i>(or alternate equiv)</i>	
BUS 280 Entrepreneurship	C in Engl 12 <i>(or alternate equiv)</i>	
BUS 290 Business Strategy Seminar	C in (ACCT 207 or ACCT 220) and FIN 110 <i>It is recommended all 1<sup>st</sup> year courses be complete</i>	
MARK 210 Marketing Research	C in BUS 230 & MARK 110	
MARK 220 Marketing Communications	C in MARK 110	
MARK 235 Creative Selling	C in MARK 110	
Elective - any MARK course 200 level or higher, OR TMGT 210 Canadian Perspectives in Tourism	varies	
Elective - any academic course 200 level or higher	varies	
<b>Work term Requirements for the BBA-MARK:</b>		
<i>EVERY STUDENT</i> 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		

<b>YEAR 3</b>		
<b>BUS 220 Organizational Behaviour</b>	C in BUS 150, or BUS 110, or PADM 112	
<b>BUS 231 Quantitative Methods or UT MATH</b> ( <i>not MATH 116, 216, or 218</i> )	BUS 230 ( <i>or alternate equiv</i> ) or varies	
<b>BUS 360 Global Business Strategies</b> ( <i>formerly BUS 260</i> )	C in ECON 103 or ECON 104 and any 200 level School of Business course	
<b>ECON 104 Principles of Macroeconomics</b>	C in Engl 12 & Math 11 ( <i>or alternate equiv</i> )	
<b>MARK 325 Public Relations</b> ( <i>formerly MARK 225</i> )	C in MARK 220 and any 200 level School of Business course	
<b>MARK 340 Communication Tools &amp; Media</b>	C in MARK 220 or SPMA 260	
<b>MARK 360 Sustainable Marketing</b> ( <i>formerly MARK 260</i> )	C in MARK 110 or PADM 112	
<b>MARK 365 Consumer Behaviour</b>	C in MARK 110 or (SPEX 160 and SPMA 260) and any 200 level School of Business course	
<b>Elective - any academic course 200 level or higher</b>	varies	
<b>Elective – any non-School of Business course 100 level or higher</b>	varies	
<b>YEAR 4</b>		
( <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 including MARK 420 and MARK 433 and at least 8 of the following courses: BUS 330, BUS 360, BUS 480, MARK 325, MARK 340, MARK 360, MARK 365, MARK 385, MARK 395, MARK 435, MARK 440, MARK 465.		
<b>BUS 330 Advanced Communications</b>	C in BUS 130 & MARK 325	
<b>BUS 480 Advanced Business Strategies</b>	Successful completion of at least 30 courses of BBA or SPMT program	
<b>MARK 420 Marketing Project Management</b>	C in BUS 220, BUS 360, MARK 365, and one of MARK 340 or MARK 385	
<b>MARK 440 – Digital Marketing –</b> ( <i>formerly MARK 240</i> )	<i>C in BUS 141 and MARK 110 and any 200 level School of Business course</i>	
<b>MARK 433 Strategic Communications</b>	C in MARK 325 and BUS 330	
<b>PHIL 330 Ethics in Business</b>	C in Engl 151 ( <i>or alternate equiv</i> )	
<b>Elective – any MARK course 300 level or higher</b>	varies	
<b>Elective – any MARK course 300 level or higher</b>	varies	
<b>Elective – any academic course 200 level or higher</b>	varies	
<b>Elective – any non-School of Business course 100 level or higher</b>	varies	
<b>MARK Electives Offered</b>		
<b>MARK 230 Retail Merchandising</b>	C in MARK 110	
<b>MARK 385 Services Marketing</b>	C in MARK 110 or SPEX 160 and one of any 200 level School of Business course or SPMA 260	
<b>MARK 395 Customer Relationship Management</b>	C in MARK 110 & any 200 level School of Business course	
<b>MARK 435 Sales Management</b>	C in MARK 235	
<b>MARK 465 Business to Business Marketing</b>	C in MARK 110 & any 200 level School of Business course	