

Student Name	
Student Number	Date

# Post Degree Diploma in Business Administration, Marketing Option

Personal Learning Plan; Effective January, 2016

[Request for Credential](#)

## PROGRAM COURSES

		Prerequisite(s)	Semester Completed	Grade
ACCT 161	Financial Accounting 1	Engl 12		
BUS 230	Elementary Statistics	Math 11		
MARK 110	Introduction to Marketing	Engl 12 + Math 11		
MARK 210	Marketing Research	Bachelor Degree		
MARK 220	Marketing Communications	Bachelor Degree		
MARK 420	One (1) of	Marketing Project Management	BUS 220, BUS 360, MARK 365 + MARK 340 or MARK 385	
MARK 433		Strategic Communications Management	Bachelor Degree	
MARK 230	Six (6) of	Retail Merchandising	MARK 110	
MARK 235		Creative Selling	MARK 110	
MARK 325		Public Relations	MARK 220 + MARK 340	
MARK 340		Communication Tools & Media	MARK 220	
MARK 360		Sustainable Marketing	MARK 110	
MARK 365		Consumer Behavior	MARK 220	
MARK 385		Service Marketing	MARK 220	
MARK 395		Consumer Relationship Mgmt	MARK 220	
MARK 435		Sales Management	Bachelor Degree	
MARK 440		Digital Marketing	MARK 220	
MARK 465	Business to Business Marketing	MARK 220		

### Co-op Internship (Optional)

COOP WEP	Workplace Education Preparation		
BUS 102	Internship Work Experience 1		

## PROGRAM INFORMATION

**Current Students:** If you started this program prior to January 2016, please contact an Academic Advisor for assistance with making course selections that will support your eligibility for the program credential.

In order to qualify for a Post Degree Diploma in Business Administration – Marketing Option, students must successfully complete all required program courses and electives and achieve an overall cumulative GPA of 2.0 or higher. Students must have completed an accredited bachelor degree from a recognized post-secondary institution

### Work Experience

You will gain **practical skills and experience** by combining your academic studies with relevant work experience in the [Internship designation](#).

You'll graduate with practical work experience and employer references. Employers value internship as a source of eager and well-prepared talent and often use the internship process as a means of recruiting permanent employees.

### Who to Contact:

- Questions about your course requirements for your Camosun credential or which elective to take, contact:  
**School of Business Academic Advisors**  
[academicadvising@camosun.bc.ca](mailto:academicadvising@camosun.bc.ca) (enter program in subject line)
- Questions about your personal learning plan, which courses to take in a term or about bridging to other Business programs, contact:  
**School of Business**  
[sofbus@camosun.bc.ca](mailto:sofbus@camosun.bc.ca) | 250.370.4565
- International student should contact **the Camosun International Academic Advisors**  
[international\\_advisors@camosun.ca](mailto:international_advisors@camosun.ca)