

Bachelor in Business Administration, Marketing Major

Personal Learning Plan; Certificate → Diploma → BBA Pathway

For students starting the program September 2015 or after

Student Name	
Student Number	Date

PROGRAM COURSES

Year 1 Courses		Prerequisite(s)	Semester Completed	Grade
All of	ACCT 110	Financial Accounting 1	Engl 12 + Math 11	
	ACCT 207	Managerial Accounting	ACCT 110	
	BUS 130	Business Communications	Engl 12	
	BUS 140	Business Info. Technology	Engl 11	
	BUS 145	Business Data Analysis	BUS 140	
	BUS 150	Introduction to Management	Engl 12	
	ECON 103	Principles of Microeconomics	Engl 12 + Math 11	
	FIN 110	Fundamentals of Finance	Engl 12 + Math 11	
	MARK 110	Introduction to Marketing	Engl 12 + Math 11	
One of	ENGL 151 ¹	Academic Writing Strategies	Engl 12	
	ENGL 161 ¹	Literary Genres	Engl 12	
	ENGL 163 ¹	Intro to Literary Traditions	Engl 12	
	ENGL 164 ¹	Indigenous Literature	Engl 12	

Year 2 Courses		Prerequisite(s)	Semester Completed	Grade
All of	BUS 230 ²	Elementary Statistics	Math 11	
	BUS 276	Business Law	Engl 12	
	BUS 280	Entrepreneurship	Engl 12	
	BUS 290	Business Strategy Seminar	ACCT 207 + FIN 110	
	ABT 294	Website Design and Maintenance	BUS 140	
	MARK 210 ³	Marketing Research	MARK 110 + BUS 230	
	MARK 220	Marketing Communications	MARK 110 or SPEX 160	
	MARK 235	Creative Selling	MARK 110 or SPEX 160	
	Elective	Any MARK course 200-level or higher or TMGT 210		
	Elective	Any course 200 level or higher		

PROGRAM INFORMATION

Many first year Business courses require Math as a prerequisite (a "C" in Principles of Math 11, or Pre-calculus 11, or Foundations of Math 11, or Applications of Math 12, or MATH 137, or MATH 073; or "C+" in MATH 135 or MATH 072). Students may enter this program without Math but please note students must complete one of the Math courses as listed above or successfully complete Camosun's Math assessment in or before their first semester of study.

Footnote

1. Completion of this program requires one of ENGL 151, ENGL 161, ENGL 163, and ENGL 164. Students with less than "B" in English 12 must take ENGL 151. Students may use ENGL 150 in lieu of ENGL 151 and ENGL 160 in lieu of ENGL 161, ENGL 163, and ENGL 164 toward program completion.
2. Students may substitute STAT 116, STAT 216 or STAT 218.
3. Students may substitute PSYC 201.
4. Students may substitute an University Transfer Math course (except STAT 116, 216 or 218)

Elective Guidelines – Seven Elective Courses

- One (1) MARK course 200-level or higher or TMGT 210
- Three (3) 200 level or higher
- Two (2) non-Business 100 level or higher
- Two (2) MARK course 300 level or higher

Courses **not** acceptable for use as electives in the Bachelor of Business Administration, Marketing Major:

- STAT 116, STAT 216 or STAT 218
- MATH 135 or MATH 137

If you started this program prior to 2014 please [contact an Academic Advisor](#) for assistance with making course selections that will support your eligibility for the program credential.

Applied Work Experience

A minimum of 420 hours of industry relevant work experience is required to graduate. This may be acquired by completing the Co-op work term (BUS 201) or an unsupervised work experience (MARK 499). Students should consult with the BBA Program Leader for additional information.

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Year 3 Courses		Prerequisite(s)	Semester Completed	Grade
All of	BUS 220	Organizational Behaviour	BUS 150	
	BUS 231 ⁴	Quantitative Methods	BUS 230	
	BUS 360	Global Business Strategies	ECON 103 or 104 + 200 level School of Business course	
	ECON 104	Principles of Macroeconomics	Engl 12 + Math 11	
	MARK 325	Public Relations	MARK 220 + Mark 340	
	MARK 340	Communication Tools & Media	MARK 220	
	MARK 360	Sustainable Marketing	MARK 110 or SPEX 160	
	MARK 365	Consumer Behaviour	MARK 220	
	Elective	Any course 200 level or higher		
Elective	Any non-Business course 100 level of higher			

Year 4 Courses		Prerequisite(s)	Semester Completed	Grade
All of	BUS 330	Advanced Communications	BUS 130 + MARK 325	
	BUS 480	Advanced Business Strategy	BBA Year 4	
	MARK 420	Marketing Project Management	BUS 220 + 360 + MARK 365 + 340 or 385	
	MARK 433	Strategic Marketing	BUS 330	
	MARK 440	Digital Marketing	MARK 220	
	PHIL 330	Ethics in Business	ENGL 151	
	Elective	Any MARK course 300 level or higher		
	Elective	Any MARK course 300 level or higher		
	Elective	Any course 200 level or higher		
Elective	Any non-Business course 100 level of higher			

Applied Work Experience (Choose one of the following 2 options)		Prerequisite(s)	Semester Completed	Grade
	COOP WEP	Workplace Education Preparation		
	BUS 101	Co-op Work Experience 1		
	BUS 201	Co-op Work Experience 2		
or				
	MARK 499	Unsupervised Accounting Work Experience		

PROGRAM INFORMATION

Residency Requirement

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

BBA Program Completion Requirements

To qualify for a BBA – Marketing credential, a student must complete all admission requirements and required program courses and electives to total at least 120 credits, 420 hours of applied work experience and achieve an overall cumulative GPA of at least 3.0 ('C+').

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 (enter program in subject line)
International Advisors
international_advisors@camosun.ca
- Questions about your personal learning plan, which courses to take in a term or the CPA program, ACCT 499, Permission to Registration Authorization, Prior Learning Assessment, Transfer Credit Issues or comments or concerns regarding a course or instructor, contact:
School of Business
business@camosun.bc.ca | 250.370.4565
- Information about Co-operative Education, Work Terms, Internships, contact:
Co-operative Education & Student Employment
co-op@camosun.bc.ca | 250-370-4410

Personal Learning Plans represent the most recently approved changes to the program, and are intended for course-planning purposes. They are not a binding document. If program requirements have changed since your admission to the program, you may be eligible to graduate under a previous version of the program requirements. Please contact academic advising AcademicAdvising@camosun.bc.ca or refer to the calendar for more information.

Please refer to camosun.ca for the most up to date information