# Bachelor of Commerce – Marketing Major

## Four Year (120 credits)

## **2023/2024** [**Program Requirements**](https://www.athabascau.ca/calendar/2023/undergraduate/program-regulations/degrees/bachelor-of-commerce-marketing-major.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.

|  |  |
| --- | --- |
| **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 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 who are planning to take further accounting or finance courses are advised to 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 | [ECON247](http://www.athabascau.ca/html/syllabi/econ/econ247.htm) | Required |  |  |
| Junior | 18 | [ECON248](http://www.athabascau.ca/html/syllabi/econ/econ248.htm) | Required |  |  |
| Junior | 21 | [PHIL252](http://www.athabascau.ca/html/syllabi/phil/phil252.htm) | Required |  |  |
| Junior | 24 | [COMM243](http://www.athabascau.ca/syllabi/comm/comm243.php) or [COMM277](http://www.athabascau.ca/syllabi/comm/comm277.php) | Required |  |  |
| Senior | 27 | [MKTG396](http://www.athabascau.ca/html/syllabi/mktg/mktg396.htm) | Required |  |  |
| Senior | 30 | [LGST369](http://www.athabascau.ca/html/syllabi/lgst/lgst369.htm) | Required |  |  |
| Junior | 33 | [MATH244](http://www.athabascau.ca/html/syllabi/math/math244.htm), or [MATH260](http://www.athabascau.ca/html/syllabi/math/math260.htm) or [MATH265](http://www.athabascau.ca/html/syllabi/math/math265.htm), [MATH270](http://www.athabascau.ca/html/syllabi/math/math270.htm) | Required |  | Students who wish to pursue 400 level finance courses are encouraged to take [MATH260](http://www.athabascau.ca/html/syllabi/math/math260.htm). |
| Senior | 36 | [MGSC301](http://www.athabascau.ca/html/syllabi/mgsc/mgsc301.htm) | Required |  |  |
| Senior | 39 | [PHIL333](http://www.athabascau.ca/html/syllabi/phil/phil333.htm) or  [PHIL337](http://www.athabascau.ca/syllabi/phil/phil337.htm) | Required |  |  |
| Jr/Sr | 42 |  | Option |  | [Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/business-and-administrative/all/) |
| Jr/Sr | 45 |  | Option |  | [Non Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/non-business-and-admin/all/)  (an [English](https://www.athabascau.ca/course/index.html?/undergraduate/all/english/) course is recommended) |
| Jr/Sr | 48 |  | Option \* |  | [Non Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/non-business-and-admin/all/) |
| Senior | 51 |  | Option \* |  | [Non Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/non-business-and-admin/all/) |
| Senior | 54 |  | Option \* |  | [Non Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/non-business-and-admin/all/) |
| Senior | 57 |  | Option |  | [Non Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/non-business-and-admin/all/) |
| Senior | 60 |  | Option |  | [Non Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/non-business-and-admin/all/) |
| **Years 3 & 4 \*\*\*** | | | | | |
| Senior | 63 | [ACCT355](https://www.athabascau.ca/syllabi/acct/acct355.php) | Required\*\*\* |  |  |
| Senior | 66 | [ADMN417](http://www.athabascau.ca/html/syllabi/admn/admn417.htm) or [ECON401](https://www.athabascau.ca/syllabi/econ/econ401.php) | Required\*\*\* |  |  |
| Senior | 69 | [CMIS351](http://www.athabascau.ca/html/syllabi/cmis/cmis351.htm) | Required\*\*\* |  |  |
| Senior | 72 | [FNCE300/ECON300](https://www.athabascau.ca/syllabi/fnce/fnce300.html) or [FNCE370](https://www.athabascau.ca/syllabi/fnce/fnce370.php) | Required\*\*\* |  | Students planning to pursue further courses in finance or accounting should take [FNCE370](https://www.athabascau.ca/syllabi/fnce/fnce370.html). |
| Senior | 75 | [ORGB364](https://www.athabascau.ca/syllabi/orgb/orgb364.html) | Required\*\*\* |  |  |
| Senior | 78 | [HRMT386](http://www.athabascau.ca/html/syllabi/hrmt/hrmt386.htm) | Required\*\*\* |  |  |
| Senior | 81 | [MGSC368](https://www.athabascau.ca/syllabi/mgsc/mgsc368.php) or [MGSC369](https://www.athabascau.ca/syllabi/mgsc/mgsc369.php) | Required\*\*\* |  |  |
| Senior | 84 | [MGSC312](https://www.athabascau.ca/syllabi/mgsc/mgsc312.php) | Required\*\*\* |  |  |
| Senior | 87 | [MKTG406](http://www.athabascau.ca/html/syllabi/mktg/mktg406.htm) | Major Required |  |  |
| Senior | 90 | [MKTG440](http://www.athabascau.ca/html/syllabi/mktg/mktg440.htm) | Major Required |  |  |
| Senior | 93 | [MKTG466](http://www.athabascau.ca/html/syllabi/mktg/mktg466.htm) | Major Required |  |  |
| Senior | 96 | [Sr. MKTG](https://www.athabascau.ca/course/index.html?/undergraduate/all/marketing/) | Major Required |  |  |
| Senior | 99 | [Sr. MKTG](https://www.athabascau.ca/course/index.html?/undergraduate/all/marketing/) | Major Required |  |  |
| Senior | 102 |  | Option |  | [Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/business-and-administrative/all/) |
| Senior | 105 |  | Option |  | [Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/business-and-administrative/all/) |
| Senior | 108 |  | Option |  | [Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/business-and-administrative/all/) |
| Senior | 111 |  | Option |  | [Non Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/non-business-and-admin/all/) |
| Senior | 114 |  | Option |  | [Non Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/non-business-and-admin/all/) |
| Senior | 117 | [ADMN404](http://www.athabascau.ca/html/syllabi/admn/admn404.htm) | Required\*\*\* |  | Capstone I |
| Senior | 120 | [ADMN405](https://www.athabascau.ca/syllabi/admn/admn405.php) | Required\*\* |  | Capstone II  Last course completed – Must be taken with AU |

|  |
| --- |
| \* A maximum of 3 credits allowed in any area of study at the preparatory (100) level can be taken in the 12 junior level option credits. |
| \*\*Note: Program requires 12 credits at the 400-level (including [ADMN405](https://www.athabascau.ca/syllabi/admn/admn405.html)) |
| **Residency requirement**. A minimum of 30 credits must be obtained through Athabasca University in senior (300 or 400 level) courses. These 30 credits must include [ADMN405](https://www.athabascau.ca/syllabi/admn/admn405.php) plus 12 credits from the list of required courses for Years 3 and 4  (A maximum of 15 credits can be transferred in for the required courses in years 3 & 4). \*\*\* |