

Marketing – Learner Course Plan



Name:

Program Start Date:

Student ID:

GPA:

Telephone #:

Alt Email:

Semester	Course #	Course Name	Prerequisite	Grade	Credit Value	Term
One (Fall)	AC1260	Financial Accounting I			5	
	CM1240	Business Communications I			3	
	FN1140	Introduction to Finance			3	
	HN1230	Human Resource Management I			3	
	MC1260	Integrated Software Applications			3	
	MR1100	Marketing I			4	
Two (Winter)	AC2260	Financial Accounting II	PR. AC1260		5	
	CM1241	Business Communications II	PR. CM1240		3	
	HN1240	Human Resource Management II	PR. HN1230		3	
	LW1230	Business Law			3	
	MC1242	Spreadsheet Essentials	PR. MC1260		3	
	MR2100	Marketing II	PR. MR1100		4	
Three (Intersession)	AC2230	Computerized Accounting I	PR. AC1260 or AC2100		3	
	CM2200	Oral Communications			2	
Four (Fall)	CM2300	Report Writing			2	
	EC1110	Microeconomics			4	
	MA1670	Statistics			4	
	MR1500	Consumer Behaviour	PR. MR2100		3	
	MR2300	Marketing Research	PR. MR2100		4	
	MR2400	Advertising & Marketing Communications	PR. MR2100, CM1241		5	
Five (Winter)	CP2070	Social Media Management			3	
	EC1210	Macroeconomics			4	
	EP2150	Entrepreneurship	PR. CP2310 or MC1242		3	
	MR1600	Relationship Selling	PR. CM1241, CM2200, MR2100		4	
	PR2170	Project Management			2	
	PS2340	Organizational Behaviour			4	
	SD2200	Work Exposure Orientation			0	

Six (Intersession)	OJ1560	Work Exposure (Six Weeks)	Successful completion of all courses in the Marketing Diploma program with a minimum Grade Point Average of 2.0.	

NOTE:

- Prerequisites - When registering for courses, please take note of the prerequisites. A prerequisite must be completed before registering for a subsequent course.
- Students must achieve a grade point average of 2.0 or greater to meet graduation requirements. Use the GPA calculation table to calculate your GPA.
- This document is for planning purposes only. Official confirmation of course completion and grades are obtainable from Student Services.