

## Part-time Online Business Administration – Marketing Advanced Diploma (BAM2)

### Fall Start – 2 Years to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
<b>Fall Year 1</b>			
	MGMT-5046	Sales Management	
	MGMT-5056	Research & Data Analysis	
	MGMT-5053	Customer Relationship Management	
<b>Winter Year 1</b>			
	MGMT-5050	New Media Marketing	
	MKTG-6029	Products & Services for a Global Market	
	MGMT-6068	Project Management	
<b>Fall Year 2</b>			
	COMP-5062	Web Design for Optimization	
	MGMT-5074	Google Analytics	
	MGMT-5002	IMC - Integrated Mktg Communications 1	
<b>Winter Year 2</b>			
	MGMT-6191 <b>OR</b> MGMT-6117	SEM & Google Ads <b>OR</b> Search Engine Marketing - Project	
	MKTG-6015	Non-Profit & Event Marketing	
	MKTG-6018	Customer Behaviour	

*In terms of progression, we recommend you start at the top with year 1 courses and work your way to the bottom of the chart.*