

Part-time Online Honours Bachelor of Commerce – Digital Marketing Degree (BDM1)

Fall Start – 2 Years to Complete

Ontario Business Administration – Marketing
Advanced Diploma Pathway

SEMESTER	COURSE CODE	COURSE NAME	CREDITS	COURSE COMPLETE?
Fall Year 1 <i>(Please read Note 1 below)</i>				
	FINA-7006	Financial Management	3	
	MGMT-7041	Strategic Management	3	
	MGMT-7042	Computational Thinking	3	
Winter Year 1 <i>(Please read Note 2 below)</i>				
	LAWS-7002	Business Law	3	
	MGMT-7007	Human Resources Management	3	
	ELECTIVE	ELECTIVE	3	
Summer Year 1				
	COMM-7021	Argumentation & Persuasion	3	
	LIBS-7001	Ethics in a Global Context	3	
	MATH-7007	Math for Decision Making	4	
Fall Year 2				
	MKTG-7011	Advanced Topics in Digital Marketing	3	
	MGMT-7039	Capstone Project	4	
	MKTG-7012	Current Trends in Marketing & Management	3	
Winter Year 2				
	ACCT-7004	Management Accounting	3	
	ELECTIVE	ELECTIVE	3	
	ELECTIVE	ELECTIVE	3	
Summer Year 2				
	MGMT-7008	Operations Management	3	
	MGMT-7011	Leaders and Leadership	3	
	ELECTIVE	ELECTIVE	3	

IMPORTANT: In addition to the courses above, the following courses are mandatory to complete:

Note 1 - **COOP-1021**, 1 credit, runs in either winter or summer terms. If you'd like to add this as a 4th course to a winter/summer term, please email k_padyk@fanshawec.ca

Note 2 - **DEVL-7001**, 2 credits (replaced COOP-5001) runs in winter term only. If you'd like to add this as a 4th course to a winter term, please email k_padyk@fanshawec.ca

For students transferring from other Ontario Colleges, some additional courses may be required. If you are transferring from an Ontario College other than Fanshawe College, please contact Laura De Luca, Program Coordinator, for further details at ldeluca@fanshawec.ca.

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