

## Part-time Online Business – Marketing Diploma (BMK1)

### Summer Start – Four Years to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
<b>Summer Year 1</b>			
	BUSI-1060	Strategies for Success	
	WRIT-1032	Reason & Writing – Business 1	
	ECON-1002	Economics 1	
<b>Fall Year 1</b>			
	MKTG-1012	Principles of Marketing 1	
	ECON-1005	Economics 2	
<b>Winter Year 1</b>			
	MKTG-1094	Marketing Presentations	
	MKTG-1095	Digital Marketing	
<b>Summer Year 2</b>			
	MATH-1052	Business Math	
	BUSI-1005	Introduction to Business Processes	
<b>Fall Year 2</b>			
	MKTG-3033	Advertising: Emerging & Traditional	
	MKTG-3007	Selling Fundamentals	
<b>Winter Year 2</b>			
	MKTG-3042	Strategic Marketing & Marketing Plan	
	MATH-3080	Statistics for Marketing	
<b>Summer Year 3</b>			
	COMM-3020	Professional Communications* (WRIT-1032)	
	GENED	General Education Elective	
<b>Fall Year 3</b>			
	MKTG-1055	Marketing Metrics	
	COMP-1413	Adobe Suite for Business	
<b>Winter Year 3</b>			
	MGMT-3041	Organizational Behaviour	
	MKTG-1056	Sports, Entertainment & Event Marketing	
<b>Summer Year 4</b>			
	ACCT-1100	Principles of Accounting 1	
	GENED	General Education Elective	
<b>Fall Year 4</b>			
	MGMT-3058	Retail Management & e-Commerce	
	COMP-3077	Excel for Business – Adv	
<b>Winter Year 4</b>			
	MKTG-1028	Secondary Market Research	
	MKTG-1054	Principles of Advertising & Branding	

\* course has pre-requisites, use recommended progression