

Program Planner
Bachelor of Commerce- Marketing Major

Program Requirements

Category of Courses	Number of Courses
Core Courses	Two (2)
Business Compulsory Courses	Six (6)
Marketing Major Courses	Eight (8)
Elective Courses	Eight (8)

Year 1 Semester 1	Year 1 Semester 2
BUSN1030 Quantitative Methods for Business	BUSN1000 Economics
BUSN1220 Principles of Marketing	BUSN1110 Accounting for Business
BUSN2400 Business Law	BUSN1600 Principles of Management
CORE1000 Foundation of Wisdom	Undergraduate Core Curriculum Elective

Year 2 Semester 1	Year 2 Semester 2
BUSN2031 Business and Marketing Research	BUSN2000 Events Management
BUSN2520 Consumer Behaviour	BUSN2050 Integrated Marketing Communications
Elective Course (1)	BUSN3900 Business Internship
Elective Course (2)	Elective Course (3)

Year 3 Semester 1	Year 3 Semester 2
BUSN3230 Services Marketing	BUSN3540 International Marketing
BUSN3500 Strategic Marketing	Elective Course (6)
Elective Course (4)	Elective Course (7)
Elective Course (5)	Elective Course (8)

For the Core Curriculum Elective course, see the link below:

[undergraduate-core-offerings.pdf](#)

See the Bachelor of Commerce Program Requirements for details of Business Courses:

[Bachelor-of-Commerce.pdf](#)