

Program Planner
Bachelor of Commerce- Marketing and Public Relations Major

Program Requirements

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

Year 1 Semester 1	Year 1 Semester 2
BUSN1030 Quantitative Methods for Business	BUSN1000 Economics
BUSN1050 Business Communication	BUSN1110 Accounting for Business
BUSN1220 Principles of Marketing	BUSN1600 Principles of Management
BUSN2400 Business Law	CORE1000 Foundation of Wisdom

Year 2 Semester 1	Year 2 Semester 2
BUSN2520 Consumer Behaviour	BUSN2090 Professional Writing
BUSN2580 Introduction to Public Relations	BUSN3900 Business Internship
Elective Course (1)	Undergraduate Core Curriculum Elective
Elective Course (2)	Elective Course (3)

Year 3 Semester 1	Year 3 Semester 2
BUSN3370 Corporate Public Relations	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](#)