

University of  
Lethbridge



## Program Planning Guide

**Calendar Year:** 2015/2016

**Name:** \_\_\_\_\_

**ID:** \_\_\_\_\_

Marketing

Bachelor of Management

**Management Degree Programs:**

[www.uleth.ca/management/degree-and-certificate-programs](http://www.uleth.ca/management/degree-and-certificate-programs)

**Academic Calendar:**

[www.uleth.ca/ross/academic-calendar](http://www.uleth.ca/ross/academic-calendar)

**High School Prerequisites by Course:**

[www.uleth.ca/ross/hs\\_prereqs/course](http://www.uleth.ca/ross/hs_prereqs/course)

**Current and Past Program Planning Guides:**

[www.uleth.ca/ross/ppgs](http://www.uleth.ca/ross/ppgs)

**Co-operative Education:**

[www.uleth.ca/management/man-cep](http://www.uleth.ca/management/man-cep)

**Faculty of Management Advising:**

[www.uleth.ca/management/student-advising](http://www.uleth.ca/management/student-advising)  
undergrad.management@uleth.ca  
403-329-2153  
M2060

**Calgary**

[www.uleth.ca/calgary](http://www.uleth.ca/calgary)  
calgary.campus@uleth.ca  
403-571-3360  
Suite S6032, 345 - 6th Avenue SE

**Edmonton**

[www.uleth.ca/edmonton](http://www.uleth.ca/edmonton)  
edmonton.campus@uleth.ca  
780-424-0425  
Alumni House, 7128 Ada Boulevard

This is a planning guide and not a graduation check or guarantee of course offerings. You should have a program check done in your final year of studies. Students are responsible for the accuracy of their own programs. The guide should be used in conjunction with the University of Lethbridge Calendar, which is the final authority on all questions regarding program requirements and academic regulations. Contact an Academic Advisor in the Faculty of Management for advising information.

**Name :** \_\_\_\_\_

**ID :** \_\_\_\_\_

**B.Mgt. Marketing**

Completion of at least 40 courses (120.0 credit hours) with a grade point average of at least 2.00.

**Core Requirements (17 courses)**

- \_\_\_\_\_ Economics 1010 - Introduction to Microeconomics
- \_\_\_\_\_ Economics 1012 - Introduction to Macroeconomics
- \_\_\_\_\_ Management 1000 - Introduction to Management
- \_\_\_\_\_ Management 2020 - Marketing
- \_\_\_\_\_ Management 2030 - Introduction to Organizational Behaviour
- \_\_\_\_\_ Management 2070/Economics 2070 - Operations and Quantitative Management
- \_\_\_\_\_ Management 2100 - Introductory Accounting
- \_\_\_\_\_ Management 2400 - Management Accounting
- \_\_\_\_\_ Management 3031 - Managing Responsibly in a Global Environment
- \_\_\_\_\_ Management 3040 - Finance
- \_\_\_\_\_ Management 3050/Political Science 3420 - Human Resource Management
- \_\_\_\_\_ Management 3061 - Information Systems and Management
- \_\_\_\_\_ Management 3080 - Managerial Skill Development
- \_\_\_\_\_ Management 3650 - Introduction to International Management
- \_\_\_\_\_ Management 4090 - Management Policy and Strategy
- \_\_\_\_\_ Statistics 1770 - Introduction to Probability and Statistics

**One of:**

- \_\_\_\_\_ Economics 2900 - Economics and Business Statistics
- \_\_\_\_\_ Statistics 2780 - Statistical Inference

**Four of:\***

- \_\_\_\_\_ Management 3225 - Brand Management
- \_\_\_\_\_ Management 3230 - Retailing Management
- \_\_\_\_\_ Management 3240 - Sales Management
- \_\_\_\_\_ Management 3250 - Social Marketing
- \_\_\_\_\_ Management 3260 - Not-for-Profit Marketing
- \_\_\_\_\_ Management 3280 - Services Marketing Management
- \_\_\_\_\_ Management 3290 - Marketing and Society
- \_\_\_\_\_ Management 3806 - Small Business Management
- \_\_\_\_\_ Management 3862 - E-commerce Management
- \_\_\_\_\_ Management 4215 - Advanced Marketing Communications and Social Media
- \_\_\_\_\_ Management 4220 - Cross-Cultural Marketing

**One of:**

- \_\_\_\_\_ Writing 1000 - Introduction to Academic Writing
- \_\_\_\_\_ A university English course

Five 3000/4000-level courses offered by any Faculty

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ |          |

**Major Requirements (23 courses)**

- \_\_\_\_\_ Economics 3030 - Managerial Economics
- \_\_\_\_\_ Management 3210 - Consumer Behaviour
- \_\_\_\_\_ Management 3215 - Introduction to Marketing Communications and Social Media
- \_\_\_\_\_ Management 3220 - Marketing Research
- \_\_\_\_\_ Management 4230 - Marketing Management
- \_\_\_\_\_ Psychology 1000 - Basic Concepts of Psychology
- \_\_\_\_\_ Sociology 1000 - Introduction to Sociology

Three Fine Arts and Humanities courses chosen to ensure completion of the General Liberal Education Requirement (refer to the 2015/2016 University of Lethbridge Calendar, p. 83)

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|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ |          |

**One of:**

- \_\_\_\_\_ Psychology 2320 - Cognition and Perception: Thinking and Seeing
- \_\_\_\_\_ Psychology 2330 - Learning and Cognition
- \_\_\_\_\_ Psychology 2700 - Behaviour and Evolution
- \_\_\_\_\_ Psychology 2800 - Social Psychology
- \_\_\_\_\_ Psychology 2820 - Culture, Evolution, and Human Social Life
- \_\_\_\_\_ Sociology 2300 - Committing Sociology
- \_\_\_\_\_ Sociology 2410 - Sociology of Gender
- \_\_\_\_\_ Sociology 2600 - The Individual and Society
- \_\_\_\_\_ Sociology 2700/Health Sciences 2700 - Health and Society
- \_\_\_\_\_ Sociology 3220 - Contemporary Sociological Theory
- \_\_\_\_\_ Sociology 3420 - Sociology of Work

Two electives offered by any Faculty, any level

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|----------|----------|
| 1. _____ | 2. _____ |
|----------|----------|

**Minor (Optional):** \_\_\_\_\_

See the 2015/2016 Calendar, p. 222, for eligible minors.

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|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

*\*If students wish to further specialize within the field of Marketing, they may choose a concentration in Marketing Communications or Socially Responsible Marketing. Concentrations are not required. Students who choose a concentration will replace the 'Four of' requirement above with the courses in the chosen concentration, listed below.*

**Marketing Communications Concentration**

- \_\_\_\_\_ Management 3862 - E-commerce Management
- \_\_\_\_\_ Management 4215 - Advanced Marketing Communications and Social Media

**Two of:**

- \_\_\_\_\_ Management 3225 - Brand Management
- \_\_\_\_\_ Management 3980 - Applied Studies (with a marketing communications focus)
- \_\_\_\_\_ Management 3990 - Independent Study (with a marketing communications focus)
- \_\_\_\_\_ <sup>1</sup> New Media 2005 - Design Fundamentals for New Media
- \_\_\_\_\_ <sup>1</sup> New Media 2010 - Visual Communications for New Media
- \_\_\_\_\_ New Media 3250 - Media, Advertising, and Consumer Culture
- \_\_\_\_\_ New Media 3700 - Event and Exhibition Design

OR

**Socially Responsible Marketing Concentration****Two of:**

- \_\_\_\_\_ <sup>2</sup> Management 3250 - Social Marketing
- \_\_\_\_\_ <sup>2</sup> Management 3260 - Not-for-Profit Marketing
- \_\_\_\_\_ <sup>2</sup> Management 3290 - Marketing and Society

**Two of:**

- \_\_\_\_\_ <sup>2</sup> Management 3250 - Social Marketing
- \_\_\_\_\_ <sup>2</sup> Management 3260 - Not-for-Profit Marketing
- \_\_\_\_\_ <sup>2</sup> Management 3290 - Marketing and Society
- \_\_\_\_\_ Management 3552 - Sustainable Tourism
- \_\_\_\_\_ Management 3710 - Managing Not-for-Profit Organizations
- \_\_\_\_\_ Management 3980 - Applied Studies (with a not-for-profit organization)
- \_\_\_\_\_ Management 4580 - Environmental Management
- \_\_\_\_\_ <sup>3</sup> Management 4640 - Cross-Cultural Work Study
- \_\_\_\_\_ New Media 3250 - Media, Advertising, and Consumer Culture

<sup>1</sup>Students should be aware that these courses have prerequisites which may require taking courses extra to their minimum degree requirements. Students are strongly advised to discuss their program with an academic advisor early in their program.

<sup>2</sup>Students cannot use Management 3250, Management 3260, and Management 3290 to fulfill requirements from both "Two of:" lists.

<sup>3</sup>The work study placement must have a primary focus on social responsibility, social marketing, or it must be housed within a non-for-profit organization in order to receive credit for the Socially Responsible Marketing concentration.

Shown below is a sample sequence of courses for your degree. This is just one example of how you could complete your major and degree requirements; you may find that a different sequence works as well as this one.

### Year 1 FALL (Sept - Dec)

One of: ECON 1010 - Introduction to Microeconomics ECON 1012 - Introduction to Macroeconomics
MGT 1000 - Introduction to Management
STAT 1770 - Introduction to Probability and Statistics (PREREQS: One of MATH 30-1, MATH 30-2, Pure MATH 30, or MATH 0500)
SOCI 1000 - Introduction to Sociology
Fine Arts & Humanities Course

### Year 2 FALL (Sept - Dec)

MGT 2030 - Introduction to Organizational Behaviour (PREREQS: One of WRIT 1000 or a university English course; 2nd-year standing)
MGT 2400 - Management Accounting (PREREQS: MGT 2100; One of WRIT 1000 or a university English course; all prereqs must have a minimum 'C-' grade) (COREQS: ECON 1010; ECON 1012; STAT 1770)
One of: ECON 2900 - Economics and Business Statistics (PREREQS: STAT 1770; One of ECON 1010 or ECON 1012) STAT 2780 - Statistical Inference (PREREQS: STAT 1770)
Fine Arts & Humanities Course
Elective - offered by any Faculty, any level

### Year 3 FALL (Sept - Dec)

MGT 3031 - Managing Responsibly in a Global Environment (PREREQS: ECON 1010; ECON 1012; One of WRIT 1000 or a university English course)
MGT 3040 - Finance (prereqs: ECON 1010; ECON 1012; MGT 2400; STAT 1770)
MGT 3080 - Managerial Skill Development
MGT 3210 - Consumer Behaviour (PREREQS: MGT 2020; One of WRIT 1000 or a university English course)
MGT 3215 - Introduction to Marketing Communications and Social Media (PREREQS: MGT 2020) (COREQS: MGT 3210)

### Year 4 FALL (Sept - Dec)

MGT 3650 - Introduction to International Management (PREREQS: 15 university-level courses (a minimum of 45.0 credit hours))
Elective - Marketing <sup>2</sup> (PREREQS: see current Calendar)
Elective - Marketing <sup>2</sup> (PREREQS: see current Calendar)
Elective - 3000/4000 level
Elective - 3000/4000 level

### SPRING (Jan - Apr)

One of: ECON 1010 - Introduction to Microeconomics ECON 1012 - Introduction to Macroeconomics
MGT 2100 - Introductory Accounting
One of: WRIT 1000 or a university English course
PSYC 1000 - Basic Concepts of Psychology
Fine Arts & Humanities Course

### SPRING (Jan - Apr)

MGT 2020 - Marketing
MGT 2070/ECON 2070 - Operations and Quantitative Management (PREREQS: STAT 1770; 2nd-year standing)
ECON 3030 - Managerial Economics (PREREQS: ECON 1010)
Elective - PSYC/SOCI <sup>1</sup>
Elective - offered by any Faculty, any level

### SPRING (Jan - Apr)

MGT 3050/POLI 3420 - Human Resource Management (PREREQS: One of MGT 2030 or a 2000 level course in Political Science; One of WRIT 1000 or a university English course)
MGT 3061 - Information Systems and Management
MGT 3220 - Marketing Research (PREREQS: MGT 2020; One of ECON 2900 or STAT 2780)
Elective - Marketing <sup>2</sup> (PREREQS: see current Calendar)
Elective - 3000/4000 level

### SPRING (Jan - Apr)

MGT 4090 - Management Policy and Strategy (PREREQS: 4th-year standing; MGT 2020; MGT 3031; MGT 3040; MGT 3050/POLI 3420; MGT 3061)
MGT 4230 - Marketing Management (PREREQS: MGT 3210; MGT 3220; 4th-year standing)
Elective - Marketing <sup>2</sup> (PREREQS: see current Calendar)
Elective - 3000/4000 level
Elective - 3000/4000 level

## NOTES

### Prerequisites & Corequisites

2015/2016 prereqs and coreqs are given in parentheses below each applicable course, but are subject to change. Check prereqs and coreqs in the current Academic Calendar or Timetable for each course before registering.

### General Liberal Education Requirement (GLER)

12 Arts and Science courses are required and built into the program as follows:

4 List I - Fine Arts & Humanities

4 List II - Social Science

4 List III - Science

### 1000-Level Limit

Not more than 12 courses may be taken at the 0100/1000 level for credit toward the degree.

### Residence Requirement

All students must complete at least 20 University of Lethbridge courses, 10 of which must be 3000/4000-level Management courses.

### Minimum Grade Requirement

A minimum grade of 'C-' is required in ECON 1010; ECON 1012; STAT 1770; WRIT 1000 OR a university English course; and all Management courses in order to meet degree requirements.

### Repeated Courses

Submit a 'Repeated Course Form' through the Registrar's Office for each repeated course so only the most recent attempt is calculated in the GPA.

### Sequencing

Courses in this major may not be offered every semester. Consult timetables and academic advisors.

1. PSYC/SOCI Electives: Students must complete one (1) of the following: PSYC 2320, PSYC 2330, PSYC 2700, PSYC 2800, PSYC 2820, SOCI 2300, SOCI 2410, SOCI 2600, SOCI 2700/HLSC 2700, SOCI 3220, SOCI 3420. Students should be aware that some of the above courses have prerequisites which may require taking extra courses.
2. Marketing Electives: Students must complete four (4) of the following: MGT 3225, MGT 3230, MGT 3240, MGT 3250, MGT 3260, MGT 3280, MGT 3290, MGT 3806, MGT 3862, MGT 4215, MGT 4220. If students wish to further specialize within the field of Marketing, they may choose a concentration in Marketing Communications or Socially Responsible Marketing. Concentrations are not required. Students who choose a concentration will replace the four Marketing Electives with the courses in the chosen concentration, listed on pg. 3 of this document.

