

University of
Lethbridge



Program Planning Guide

Calendar Year: 2016/2017

Name: _____

ID: _____

Marketing

Bachelor of Management

Management Degree Programs:

www.uleth.ca/management/degree-and-certificate-programs

Academic Calendar:

www.uleth.ca/ross/academic-calendar

High School Prerequisites by Course:

www.uleth.ca/ross/hs_prereqs/course

Current and Past Program Planning Guides:

www.uleth.ca/ross/ppgs

Co-operative Education:

www.uleth.ca/management/man-cep

Faculty of Management Advising:

www.uleth.ca/management/student-advising
undergrad.management@uleth.ca
403-329-2153
M2060

Calgary

www.uleth.ca/calgary
calgary.campus@uleth.ca
403-571-3360
Suite S6032, 345 - 6th Avenue SE

Edmonton

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 Degree Requirements

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 3205 - Sports Marketing
- _____ 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. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

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 2016/2017 University of Lethbridge Calendar, p. 85)

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

One of:

- _____ Psychology 2320 - Cognition and Perception: Thinking and Seeing
- _____ Psychology 2330 - Learning and Cognition
- _____ Psychology 2700 - Behaviour and Evolution
- _____ Psychology 2800 - Social Psychology
- _____ 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

- 1. _____
- 2. _____

Minor (Optional): _____

See the 2016/2017 Calendar, p. 231, for eligible minors.

- 1. _____
- 2. _____
- 3. _____
- 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 on page 3.*

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)
- _____ ¹ New Media 2005 - Design Fundamentals for New Media
- _____ ¹ 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:**

- _____ ² Management 3250 - Social Marketing
- _____ ² Management 3260 - Not-for-Profit Marketing
- _____ ² Management 3290 - Marketing and Society

Two of:

- _____ ² Management 3250 - Social Marketing
- _____ ² Management 3260 - Not-for-Profit Marketing
- _____ ² 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
- _____ ³ Management 4640 - Cross-Cultural Work Study
- _____ New Media 3250 - Media, Advertising, and Consumer Culture

¹Students 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.

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

³The 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.

Sample Sequencing Plan

Shown below is a sample sequence of courses for your degree. If you follow this plan, you should be able to graduate in four years, provided you complete five courses per semester. 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
SOCI 1000 - Introduction to Sociology
Fine Arts & Humanities Course

Year 2 FALL (Sept - Dec)

MGT 2030 - Introduction to Organizational Behaviour
MGT 2400 - Management Accounting
One of: ECON 2900 - Economics and Business Statistics STAT 2780 - Statistical Inference
Fine Arts & Humanities Course
Elective - offered by any Faculty, any level

Year 3 FALL (Sept - Dec)

MGT 3031 - Managing Responsibly in a Global Environment
MGT 3040 - Finance
MGT 3080 - Managerial Skill Development
MGT 3210 - Consumer Behaviour
MGT 3215 - Introduction to Marketing Communications and Social Media

Year 4 FALL (Sept - Dec)

MGT 3650 - Introduction to International Management
Elective - Marketing ²
Elective - Marketing ²
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
ECON 3030 - Managerial Economics
Elective - PSYC/SOCI ¹
Elective - offered by any Faculty, any level

SPRING (Jan - Apr)

MGT 3050/POLI 3420 - Human Resource Management
MGT 3061 - Information Systems and Management
MGT 3220 - Marketing Research
Elective - Marketing ²
Elective - 3000/4000 level

SPRING (Jan - Apr)

MGT 4090 - Management Policy and Strategy
MGT 4230 - Marketing Management
Elective - Marketing ²
Elective - 3000/4000 level
Elective - 3000/4000 level

Prerequisites & Corequisites

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

Introductory Course Limit

Not more than 12 courses (36 credit hours) may be completed at the 1000 level (or lower) 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

Activity Course Limit

Not more than 6 credit hours in Activity courses (labelled PHAC and MUSE) may be taken for credit towards the degree.

Time Limit for Degree

All degree requirements must be completed within 10 years after acceptance into the Faculty of Management.

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, 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 3205, 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.

