



## Program Planning Guide

Current and past Program Planning Guides are available on the UofL website at [www.uleth.ca/ross/ppgs/ppg.html](http://www.uleth.ca/ross/ppgs/ppg.html)

Calendar Year: 2010/2011

Faculty: Arts & Science - Year 1

Management - Years 2, 3, & 4

The Bachelor of Management degree in Marketing requires a minimum of 40 courses.

### Admission

Admission to the Faculty requires completion of the following ten Year 1 courses (30.0 credit hours) with a minimum cumulative grade point average at or above the current admission cut-off (admission is guaranteed at 2.50 and above):

- Economics 1010 - Introduction to Microeconomics
- Economics 1012 - Introduction to Macroeconomics
- Statistics 1770 - Introduction to Probability and Statistics
- Seven Arts and Science or Fine Arts courses (21.0 credit hours)

Students should examine the course sequencing on the reverse side of this Program Planning Guide in order to include the appropriate courses in Year 1. Admission to Management programs is based on all academic achievement prior to admission. Students who intend to enter the Faculty of Management must submit an Application form before the deadline. Refer to [www.uleth.ca/ross/admissions/deadlines.html](http://www.uleth.ca/ross/admissions/deadlines.html).

### Minors

The Faculty also offers minors in Information Systems, New Media, Social Responsibility, and Supply Chain Management. In some cases, achievement of the minor and a chosen major will require a student to take extra courses. For students who complete all the requirements, the minor will be acknowledged on the official transcript (see Part 11 - Faculty of Management, Section 12, in the 2010/2011 UofL Calendar).

### Campuses

The Faculty of Management offers programs on three campuses: Calgary, Edmonton, and Lethbridge. On the Lethbridge campus, students can pursue all programs and majors offered by the Faculty of Management. The Calgary and Edmonton campuses serve adult learners who may be in the work force wanting to further their education. These campuses offer the B.Mgt., Post-Diploma B.Mgt., second degree in Management, the PBCA, and other Management Certificates. Combined Degrees programs (B.A./B.Mgt., B.Sc./B.Mgt., B.Mgt./B.Ed., and Post-Diploma B.Mgt./B.Ed.) cannot be completed in their entirety on the Calgary or Edmonton campuses, and all Combined Degrees applicants will be assigned to the Lethbridge campus (see Part 11 - Faculty of Management, Section 4, in the 2010/2011 UofL Calendar). The following majors may be completed on the Calgary and Edmonton campuses: Accounting, Finance, General Management, Human Resource Management and Labour Relations, International Management, and Marketing. For all other majors, contact the campus offices.

#### Lethbridge Campus

Phone: 403-329-2153

Email: [undergrad.management@uleth.ca](mailto:undergrad.management@uleth.ca)

#### Calgary Campus

Phone: 403-284-8596

Email: [calgary.campus@uleth.ca](mailto:calgary.campus@uleth.ca)

#### Edmonton Campus

Phone: 780-424-0425

Email: [edmonton.campus@uleth.ca](mailto:edmonton.campus@uleth.ca)

### Core Requirements:

Economics 1010 - Introduction to Microeconomics  
 Economics 1012 - Introduction to Macroeconomics  
 Management 2030 - Introduction to Organizational Behaviour  
 Management 2060 - Introduction to Information Technology  
 Management 2100 - Introductory Accounting  
 Management 2400 - Management Accounting  
 Management 3020 - Marketing  
 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 4090 - Management Policy and Strategy  
 Statistics 1770 - Introduction to Probability and Statistics

#### One of:

Writing 1000 - Introduction to Academic Writing  
 A university English course

### Major Requirements:

Economics 3030 - Managerial Economics  
 Management 2070/Economics 2070 - Operations and Quantitative Management  
 Management 3210 - Consumer Behaviour  
 Management 3220 - Marketing Research  
 Management 4230 - Marketing Management  
 Psychology 1000 - Basic Concepts of Psychology  
 Sociology 1000 - Introduction to Sociology

#### One of:

Psychology 2320 - Cognition and Perception: Thinking and Seeing  
 Psychology 2800 - Social Psychology  
 Sociology 2200 - Classical Sociological Theory  
 Sociology 2600 - The Individual and Society

#### One of:

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

#### Three of:

Management 3230 - Retailing Management  
 Management 3240 - Sales Management  
 Management 3250 - Social Marketing  
 Management 3260 - Not-for-Profit Marketing  
 Management 3806 - Small Business Management  
 Management 3862 - E-commerce Management  
 Management 4210 - Advertising and Promotions  
 Management 4220 - International Marketing

Seven 3000/4000-level courses offered by any faculty

Three Fine Arts and Humanities courses chosen to ensure completion of the General Liberal Education Requirement (refer to the 2010/2011 University of Lethbridge Calendar, p. 85)

Three additional non-Management electives

Marketing

Bachelor of Management

Below is a suggested sequence plan for the B.Mgt. Marketing program. (Students admitted via the Diploma Admission Route should refer to the Post-Diploma B.Mgt. Marketing program planning guide.)

**Prerequisites and corequisites as of 2010/2011 are given in parentheses below each applicable course; where more than one prerequisite/corequisite is required, items are separated by semi-colons. Check the current Calendar/Timetable for current prerequisites and corequisites.**

### Year 1 FALL (Sept - Dec)

ECON 1010 - Introduction to Microeconomics
PSYC 1000 - Basic Concepts of Psychology
STAT 1770 - Introduction to Probability and Statistics (PREREQS: One of Pure MATH 30 or MATH 30 <sup>1</sup> )
Fine Arts & Humanities Course
Elective - Non-Management

### 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 2060 - Introduction to Information Technology <sup>2</sup>
MGT 2100 - Introductory Accounting
One of: PSYC 2320 - Cognition and Perception: Thinking and Seeing (PREREQS: One course in PSYC or NEUR) PSYC 2800 - Social Psychology (PREREQS: One course in PSYC or NEUR) SOCI 2200 - Classical Sociological Theory (PREREQS: One of SOCI 1000 or a previous course in SOCI) SOCI 2600 - The Individual and Society (PREREQS: One of SOCI 1000 or a previous course in SOCI)
Elective - Non-Management

### Year 3 FALL (Sept - Dec)

ECON 3030 - Managerial Economics (PREREQS: ECON 1010)
MGT 3020 - Marketing
MGT 3031 - Managing Responsibly in a Global Environment (PREREQS: One of WRIT 1000 or a university English course)
MGT 3061 - Information Systems and Management (PREREQS: MGT 2030; MGT 2060)
Elective - 3000/4000 level

### Year 4 FALL (Sept - Dec)

MGT 3220 - Marketing Research (PREREQS: MGT 3020; One of ECON 2900 or STAT 2780)
Elective - Marketing <sup>3</sup> (PREREQS: see current Calendar)
Elective - Marketing <sup>3</sup> (PREREQS: see current Calendar)
Elective - 3000/4000 level
Elective - 3000/4000 level

### SPRING (Jan - Apr)

ECON 1012 - Introduction to Macroeconomics
SOCI 1000 - Introduction to Sociology
One of: WRIT 1000 or a university English course
Fine Arts & Humanities Course
Fine Arts & Humanities Course

### SPRING (Jan - Apr)

MGT 2070/ECON 2070 - Operations and Quantitative Management (PREREQS: STAT 1770; One of MGT 2060 or CPSC 1000; 2nd-year standing)
MGT 2400 - Management Accounting (PREREQS: MGT 2100; One of WRIT 1000 or a university English course)
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)
Elective - 3000/4000 level
Elective - Non-Management

### SPRING (Jan - Apr)

MGT 3040 - Finance (PREREQS: MGT 2400)
MGT 3050/POLI 3420 - Human Resource Management (PREREQS: One of POLI 2410 or MGT 2030; One of WRIT 1000 or a university English course)
MGT 3080 - Managerial Skill Development
MGT 3210 - Consumer Behaviour (PREREQS: MGT 3020; One of WRIT 1000 or a university English course)
Elective - 3000/4000 level

### SPRING (Jan - Apr)

MGT 4090 - Management Policy and Strategy (PREREQS: 4th-year standing; MGT 3020; 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>3</sup> (PREREQS: see current Calendar)
Elective - 3000/4000 level
Elective - 3000/4000 level

### Notes

**IMPORTANT: Prerequisites and corequisites are subject to change annually. Consult the current Calendar or Timetable.**

1. Instead of Pure Mathematics 30 or Mathematics 30, students may use UofL's Mathematics 0500, or both Applied Mathematics 30 and a minimum grade of 75% in Athabasca University's Mathematics 101.
2. Students pursuing a B.Mgt. degree must take Management 2060 instead of Computer Science 1000. Management 2060 is substantially similar to Computer Science 1000 (refer to the 2010/2011 University of Lethbridge Calendar, Part 4, Section 3.c., Exceeding Course Limits, p. 71).
3. Marketing Electives: Students must complete three (3) of the following: MGT 3230, MGT 3240, MGT 3250, MGT 3260, MGT 3806, MGT 3862, MGT 4210, MGT 4220.

### Minimum Grade Requirement

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

### 1000-Level Limit

Not more than 10 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.

### Repeated Courses

You are allowed to repeat a course only once. Only your second attempt will be counted toward your degree. Students who have repeated a course must submit a 'Repeated Course Form' (available at the Registrar's Office and Student Services [ROSS]).

### Sequencing

Courses in this major may not be offered every semester. Students should consult current timetables.

Students may opt to take Summer Session courses which may reduce the overall length of time required to complete the degree.

Sequencing of courses will vary for part-time students.

