

University of  
Lethbridge



## Program Planning Guide

**Calendar Year:** 2015/2016

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

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

Marketing

Post-Diploma Bachelor of Management

**Academic Calendar:**

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

**Co-operative Education:**

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

**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)

**Approved Diploma Programs:**

[www.uleth.ca/postdiploma](http://www.uleth.ca/postdiploma)

**Faculty of Management Advising:**

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

**Calgary**

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

**Post-Diploma B.Mgt. Marketing**

Completion of at least 20 courses (60.0 credit hours) with a grade point average of at least 2.00.

**Core Requirements (8 courses)**

- \_\_\_\_\_ Management 2070/Economics 2070 - Operations and Quantitative Management
- \_\_\_\_\_ Management 3031 - Managing Responsibly in a Global Environment
- \_\_\_\_\_ Management 3050/Political Science 3420 - Human Resource Management
- \_\_\_\_\_ Management 3061 - Information Systems and Management
- \_\_\_\_\_ Management 3650 - Introduction to International Management
- \_\_\_\_\_ 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 (12 courses)**

- \_\_\_\_\_ 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

**Two 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:**

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

**Three Fine Arts and Humanities courses**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

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

See the 2015/2016 Calendar, p. 223, 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 "Two of" requirement above with the courses in the chosen concentration, listed below. Note that completing a concentration may require a student to complete extra courses.*

**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 3 Semester I**

<b>MGT 3061 - Information Systems and Management</b>
<b>PSYC 1000 - Basic Concepts of Psychology (Science)</b>
<b>SOCI 1000 - Introduction to Sociology (Social Science)</b>
<b>STAT 1770 - Introduction to Probability and Statistics (Science)</b> (PREREQS: One of MATH 30-1, MATH 30-2, Pure MATH 30, or MATH 0500)
<b>One of: WRIT 1000 or a university English course (Fine Arts &amp; Humanities)</b>

**Year 4 Semester I**

<b>MGT 3220 - Marketing Research</b> (PREREQS: MGT 2020; One of ECON 2900 or STAT 2780)
<b>MGT 3050/POLI 3420 - Human Resource Management (Social Science)</b> (PREREQS: One of WRIT 1000 or a university English course)
<b>MGT 3650 - Introduction to International Management</b> (PREREQS: 15 university-level courses (a minimum of 45.0 credit hours))
<b>Elective - Marketing<sup>1</sup></b> (PREREQS: see current Calendar)
<b>Fine Arts &amp; Humanities Course</b>

**Semester II**

<b>MGT 3031 - Managing Responsibly in a Global Environment</b> (PREREQS: ECON 1010; ECON 1012; One of WRIT 1000 or a university English course)
<b>MGT 3210 - Consumer Behaviour</b> (PREREQS: MGT 2020; One of WRIT 1000 or a university English course)
<b>MGT 3215 - Introduction to Marketing Communications and Social Media</b> (PREREQS: MGT 2020) (COREQS: MGT 3210)
<b>One of: ECON 2900 - Economics and Business Statistics</b> (PREREQS: STAT 1770; One of ECON 1010 or ECON 1012) <b>STAT 2780 - Statistical Inference (Science)</b> (PREREQS: STAT 1770)
<b>Fine Arts &amp; Humanities Course</b>

**Semester II**

<b>MGT 2070/ECON 2070 - Operations and Quantitative Management (Science)</b> (PREREQS: STAT 1770; 2nd-year standing)
<b>MGT 4090 - Management Policy and Strategy</b> (PREREQS: 4th-year standing; MGT 3031; MGT 3050/POLI 3420; MGT 3061)
<b>MGT 4230 - Marketing Management</b> (PREREQS: MGT 3210; MGT 3220; 4th-year standing)
<b>Elective - Marketing<sup>1</sup></b> (PREREQS: see current Calendar)
<b>Fine Arts &amp; Humanities Course</b>

- Marketing Electives: Students must complete two (2) courses 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 two Marketing Electives with the courses in the chosen concentration, listed on pg. 2 of this document. Note that completing a concentration may require a student to complete extra courses.

**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.

**Modified General Liberal Education Requirement (GLER)**

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

- 4 List I - Fine Arts & Humanities
- 2 List II - Social Science
- 2 List III - Science
- 2 any list (List I, II or III)

**Duplicate Courses**

Students who are admitted to the Post-Diploma B.Mgt. program cannot receive credit for courses at the U of L for which they have equivalent credit in their diplomas. Substitute courses must be approved by the Faculty of Management. Diploma courses that satisfy Core Requirements must have a minimum grade of 'C'.

**Extra Courses**

Extra courses are assigned where a diploma does not provide the appropriate background for the major chosen.

**Residence Requirement**

Students must complete at least 20 University of Lethbridge 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.



**[www.ulethbridge.ca](http://www.ulethbridge.ca)**

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