

University of  
Lethbridge



## Program Planning Guide

**Calendar Year:** 2018/2019

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

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

# Bachelor of Management Marketing

**Management Degree Programs:**

[www.uleth.ca/dhillon/study/degrees](http://www.uleth.ca/dhillon/study/degrees)

**Academic Calendar:**

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

**High School Admission Requirements:**

[www.uleth.ca/ross/admissions/undergrad/high-school](http://www.uleth.ca/ross/admissions/undergrad/high-school)

**Current and Past Program Planning Guides:**

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

**Co-operative Education:**

[www.uleth.ca/dhillon/student-experience/co-operative-education](http://www.uleth.ca/dhillon/student-experience/co-operative-education)

**Dhillon School of Business Advising:**

**Lethbridge**

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

**Calgary**

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

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 cumulative and graduation grade point averages 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 - 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

**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 or School

- 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 Liberal Education List Requirement (refer to the 2018/2019 University of Lethbridge Calendar, p. 95)

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

Two Electives offered by any Faculty or School, any level

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

**One of:**

- \_\_\_\_\_ 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

**One of:**

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

*\*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/Field Experience I (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/Field Experience I (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.

**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 term. 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.

<p><b>Year 1, Fall</b>  <b>Courses shown in Year 1 can be taken in Fall or Spring.</b>                  ECON 1010 - Introduction to Microeconomics                  MGT 1000 - Introduction to Management                  SOCI 1000 - Introduction to Sociology                  STAT 1770 - Introduction to Probability and Statistics                  Fine Arts &amp; Humanities Course</p> <p><b>Year 2, Fall</b>                  MGT 2030 - Introduction to Organizational Behaviour                  MGT 2400 - Management Accounting                  One of: ECON 2900 - Economics and Business Statistics                  STAT 2780 - Statistical Inference                  Fine Arts &amp; Humanities Course                  Elective - offered by any Faculty, any level</p> <p><b>Year 3, Fall</b>                  MGT 3050 - Human Resource Management<sup>2</sup>                  MGT 3210 - Consumer Behaviour                  MGT 3215 - Introduction to Marketing Communications and Social Media                  MGT 3220 - Marketing Research                  Elective - 3000/4000 level<sup>2</sup></p> <p><b>Year 4, Fall</b>                  MGT 3080 - Managerial Skill Development                  Elective - Marketing<sup>3</sup>                  Elective - Marketing<sup>3</sup>                  Elective - 3000/4000 level                  Elective - 3000/4000 level</p>	<p><b>Year 1, Spring</b>  <b>Courses shown in Year 1 can be taken in Fall or Spring.</b>                  ECON 1012 - Introduction to Macroeconomics                  MGT 2100 - Introductory Accounting                  PSYC 1000 - Basic Concepts of Psychology                  One of: WRIT 1000 or a university English course                  Fine Arts &amp; Humanities Course</p> <p><b>Year 2, Spring</b>                  ECON 3030 - Managerial Economics                  MGT 2020 - Marketing                  MGT 2070/ECON 2070 - Operations and Quantitative Management                  Elective - PSYC/SOCI<sup>1</sup>                  Elective - offered by any Faculty, any level</p> <p><b>Year 3, Spring</b>                  MGT 3031 - Managing Responsibly in a Global Environment<sup>2</sup>                  MGT 3040 - Finance                  MGT 3061 - Information Systems and Management                  MGT 3650 - Introduction to International Management<sup>2</sup>                  Elective - Marketing<sup>3</sup></p> <p><b>Year 4, Spring</b>                  MGT 4090 - Management Policy and Strategy                  MGT 4230 - Marketing Management                  Elective - Marketing<sup>3</sup>                  Elective - 3000/4000 level                  Elective - 3000/4000 level</p>
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1. Students must complete one PSYC/SOCI Elective from the following: 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. This course may be taken as part of Integrated Management Experience (IME) instead of as a stand-alone course. IME allows students to apply their theoretical knowledge as they study through live cases and projects. See [uleth.ca/management/man-cbp/ime](http://uleth.ca/management/man-cbp/ime) for more information and to apply.
3. Students must complete four Marketing Electives from the following: MGT 3205, MGT 3225, MGT 3230, MGT 3240, MGT 3250, MGT 3260, MGT 3290, 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.

**Prerequisites & Corequisites**

Check prereqs and coreqs in the current Academic Calendar or Timetable under View Catalog Entry for each course before registering. Students without appropriate prereqs or coreqs may be prevented from registration or removed from the course without notice.

**Liberal Education List Requirement (Lib Ed Requirement)**

12 Liberal Education 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

Only 4 courses from one discipline (e.g. ECON, MGT, MUSI) may be counted toward the Lib Ed Requirement. Only 4 courses from EDUC, ABHL, ADCS, HLSC, NURS, PUBH, TREC, and MGT may be counted toward the Lib Ed Requirement.

**Introductory Course Limit**

Not more than 12 courses may be completed at the 1000 level (or lower) for credit towards the degree, excluding Activity courses (PHAC and MUSE) and courses numbered 0520 to 0530.

**Residence Requirement**

Students must complete at least 20 courses at the University of Lethbridge, including 10 Management courses at the 3000/4000 level.

**Minimum Grade Requirement**

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

**Activity Course Limit**

Not more than 6 credits in Activity courses 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 Dhillon School of Business.

**Sequencing**

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

