

University of
Lethbridge



Program Planning Guide

Calendar Year: 2019/2020

Name: _____

ID: _____

Marketing

Post-Diploma Bachelor of Management

Academic Calendar:

www.uleth.ca/ross/academic-calendar

Co-operative Education:

www.uleth.ca/dhillon/student-experience/co-operative-education

High School Admission Requirements:

www.uleth.ca/ross/admissions/undergrad/high-school

Current and Past Program Planning Guides:

www.uleth.ca/ross/ppgs

Approved Diploma Programs:

www.uleth.ca/postdiploma

Dhillon School of Business Advising:

Lethbridge

www.uleth.ca/dhillon/student-support/advising
dhillon.advising@uleth.ca
403-329-2153
M2060

Calgary

www.uleth.ca/calgary/student-advising
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 Dhillon School of Business for advising information.

Name : _____

ID : _____

Post-Diploma B.Mgt. Marketing Degree Requirements

Completion of at least 20 courses (60.0 credit hours) with cumulative and graduation grade point averages 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 - 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 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:

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

Electives:

Note: Minor courses may fill electives where applicable.

Three Fine Arts and Humanities electives

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

**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/Field Experience I (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/Field Experience I (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 based on five courses per term. Courses marked “Term TBD” may not be offered every term at your campus. Consult timetables to determine the term in which these courses should be taken.

Note: Calgary campus students must consult with an advisor at the time of admission to modify sequencing for ECON 2900 and MGT 3220.

Year 3	Year 4
MGT 3210 - Consumer Behaviour (Term TBD)	Elective - Marketing ¹ (Term TBD)
MGT 3215 - Introduction to Marketing Communications and Social Media (Term TBD)	Elective - Marketing ¹ (Term TBD)
PSYC 1000 - Basic Concepts of Psychology (Term TBD)	MGT 3220 - Marketing Research (Term 1)
SOCI 1000 - Introduction to Sociology (Term TBD)	MGT 4230 - Marketing Management (Term 2)
STAT 1770 - Introduction to Probability and Statistics (Term 1)	MGT 2070/ECON 2070 - Operations and Quantitative Management
One of: WRIT 1000 or a university English course (Term 1)	MGT 3650 - Introduction to International Management
MGT 3031 - Managing Responsibly in a Global Environment (Term 2)	MGT 4090 - Management Policy and Strategy
One of: ECON 2900 or STAT 2780 (Term 2)	Elective - Fine Arts & Humanities
MGT 3050 - Human Resource Management	Elective - Fine Arts & Humanities
MGT 3061 - Information Systems and Management	Elective - Fine Arts & Humanities

1. Select a Marketing Elective from 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 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.

Students are responsible for familiarizing themselves with program requirements and regulations outlined in the University of Lethbridge Calendar including, but not limited to:

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; and all courses in the major marked with an asterisk (*) in order to meet degree requirements. Diploma courses that satisfy Core Requirements must have a minimum grade of ‘C-’.

Duplicate and Extra Courses

Students 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 Dhillon School of Business. Extra courses are assigned where a diploma does not provide the appropriate background for the major chosen.

Time Limit for Degree

All degree requirements must be completed within 10 years after acceptance into the Dhillon School of Business.

Residence Requirement

Students must successfully complete at least 20 courses at the U of L.

Modified Liberal Education List Requirement

10 Lib Ed courses are required as follows: 4 List I Fine Arts & Humanities; 2 List II Social Science; 2 List III Science, 2 Lib Ed courses from any list. Lib Ed requirements not filled by core or major courses are specified above (e.g. Elective - Fine Arts & Humanities).

Only 4 courses from one discipline (e.g. ECON, MGT, MUSI) and only 4 courses from EDUC, ABHL, ADCS, HLSC, NURS, PUBH, TREC, and MGT may be counted toward the Lib Ed List Requirement. Cross-listed courses count toward both limits (e.g. MGT 2070/ECON 2070 counts as both a MGT and an ECON).



www.ulethbridge.ca

inquiries@uleth.ca
(403) 329-2762

University of Lethbridge
Registrar's Office
4401 University Drive
Lethbridge, Alberta T1K 3M4

