

University of
Lethbridge



Program Planning Guide

Calendar Year: 2020/2021

Name: _____

ID: _____

Marketing

Bachelor of Management

Management Degree Programs:

www.uleth.ca/dhillon/study/degrees

Academic Calendar:

www.uleth.ca/ross/academic-calendar

High School Admission Requirements:

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

Current and Past Program Planning Guides:

www.uleth.ca/ross/ppgs

Co-operative Education:

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

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 : _____

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

One of:

- _____ Writing 1000 - Introduction to Academic Writing
- _____ A university English course

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

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

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

Electives:

Note: Minor courses may fill electives where applicable.
Five 3000 or 4000-level electives

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | |

Three Fine Arts and Humanities electives chosen to ensure completion of the Liberal Education List Requirement (refer to the 2020/2021 University of Lethbridge Calendar, p. 71)

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

Two open electives

- | |
|----------|
| 1. _____ |
| 2. _____ |

Marketing Concentrations

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 below.

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. Consult timetables for course offerings, prerequisites, and corequisites before registering each term. Pay particular attention to underlined courses which may have limited offerings at your campus.

Year 1, Fall

ECON 1010 - Introduction to Microeconomics
 MGT 1000 - Introduction to Management
 MGT 2020 - Marketing
SOCI 1000 - Introduction to Sociology
 STAT 1770 - Introduction to Probability and Statistics

Year 2, Fall

MGT 2400 - Management Accounting
 MGT 3031 - Managing Responsibly in a Global Environment
 MGT 3061 - Information Systems and Management
 MGT 3650 - Introduction to International Management
PSYC/SOCI Elective¹

Year 3, Fall

MGT 3210 - Consumer Behaviour
MGT 3215 - Introduction to Marketing Communications and Social Media
MGT 3220 - Marketing Research
 Elective - 3000/4000 level
 Elective - Open

Year 4, Fall

Marketing Elective²
Marketing Elective²
 MGT 4090 - Management Policy and Strategy
 Elective - 3000/4000 level
 Elective - Fine Arts & Humanities

Year 1, Spring

ECON 1012 - Introduction to Macroeconomics
 MGT 2100 - Introductory Accounting
 MGT 2030 - Introduction to Organizational Behaviour
 PSYC 1000 - Basic Concepts of Psychology
 One of: WRIT 1000 or a university English course

Year 2, Spring

MGT 2070/ECON 2070 - Operations and Quantitative Management
 MGT 3040 - Finance
 MGT 3050 - Human Resource Management
 MGT 3080 - Managerial Skill Development
 One of: ECON 2900 or STAT 2780

Year 3, Spring

ECON 3030 - Managerial Economics
Marketing Elective²
 Elective - 3000/4000 level
 Elective - 3000/4000 level
 Elective - Fine Arts & Humanities

Year 4, Spring

Marketing Elective²
MGT 4230 - Marketing Management
 Elective - 3000/4000 level
 Elective - Fine Arts & Humanities
 Elective - Open

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. Some PSYC/SOCI Electives have prerequisites which may require taking courses extra to degree requirements.
3. Students must complete four Marketing Electives 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, they may choose an optional concentration in Marketing Communications or Socially Responsible Marketing to replace the four Marketing Electives.

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.

Limit on Introductory-Level Courses

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.

Maximum Number of Activity Courses

Not more than six 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.

Residence Requirement

Students must successfully complete at least 20 courses at the U of L, including 10 MGT courses at the 3000/4000 level.

Liberal Education List Requirement (Lib Ed Requirement)

12 Lib Ed courses are required as follows: 4 List I Fine Arts & Humanities; 4 List II Social Science; 4 List III Science. 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).

