

University of
Lethbridge



Program Planning Guide

Calendar Year: 2020/2021

Name: _____

ID: _____

Marketing

Bachelor of Management as a Second Degree

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 : _____
First Degree : _____
Institution : _____

ID : _____
AGPA : _____
Awarded : _____

B.Mgt. Marketing as a Second Degree

Completion of 15 to 25 courses (45.0 to 75.00 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 (12 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

Three 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

Total = 29 courses

Graduation Requirements

Residence _____
 15 courses, including _____ met
 10 senior Management courses _____ met
 Course requirements met/will be met _____

Cum. GPA _____ MGT GPA _____

Signature _____ Date _____

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 'Three 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.

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.

Residence Requirement

Students must successfully complete at least 15 courses at the U of L, extra to the first degree, including 10 MGT courses at the 3000/4000 level.

Program Length

Second degree programs will be developed individually and will be a maximum of 25 courses in length. Courses completed as part of a first degree may be used to waive course requirements in the B.Mgt. as a second degree. Such waivers will be decided at the time of admission by the Advising and Academic Support Office. Students who change to another major after admission will need to have their program reassessed and may be required to complete additional courses for the new major. All degree requirements must be completed within 10 years after acceptance into the Dhillon School of Business.



www.ulethbridge.ca

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