

University of  
Lethbridge



## Program Planning Guide

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

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

Calendar Year: 2021/2022

### Dhillon School of Business 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)

[dhillon.advising@uleth.ca](mailto:dhillon.advising@uleth.ca)

403-329-2153

M2060

#### Calgary

[www.uleth.ca/calgary/student-advising](http://www.uleth.ca/calgary/student-advising)

[calgary.advising@uleth.ca](mailto:calgary.advising@uleth.ca)

403-571-3360

Suite S6032, 345 - 6th Avenue SE

Marketing

Bachelor of Management as a Second Degree

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 ([www.uleth.ca/ross/academic-advising](http://www.uleth.ca/ross/academic-advising)) for advising information.

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

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

First Degree: \_\_\_\_\_

AGPA: \_\_\_\_\_

Institution: \_\_\_\_\_

AWARDED: \_\_\_\_\_

## Program Requirements

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 (18 Courses)

- \_\_\_\_\_ Economics 1010 - Introduction to Microeconomics
- \_\_\_\_\_ Economics 1012 - Introduction to Macroeconomics
- \_\_\_\_\_ Management 1500 - Fundamentals of Business
- \_\_\_\_\_ Statistics 1770 - Introduction to Probability and Statistics
- \_\_\_\_\_ Marketing 2020 - Marketing
- \_\_\_\_\_ Human Resources and Labour Relations 2030 - Introduction to Organizational Behaviour
- \_\_\_\_\_ Management 2070/Economics 2070 - Operations and Quantitative Management
- \_\_\_\_\_ Management 2081 - Professional Communications Skills
- \_\_\_\_\_ Accounting 2100 - Introductory Accounting
- \_\_\_\_\_ Accounting 2400 - Management Accounting
- \_\_\_\_\_ Management 3031 - Managing Responsibly in a Global Environment
- \_\_\_\_\_ Finance 3040 - Finance
- \_\_\_\_\_ Human Resources and Labour Relations 3050 - Human Resource Management
- \_\_\_\_\_ International Management 3650 - Introduction to International Management
- \_\_\_\_\_ Management 4090 - Management Policy and Strategy

#### One of:

- \_\_\_\_\_ Management 3062 - Information Systems and Data Analytics
- \_\_\_\_\_ Accounting 3171 - Accounting Information Systems and Data Analytics
- \_\_\_\_\_ Management 3622 - Visual Analytics

#### One of the following with Indigenous content:

- \_\_\_\_\_ Any course from the Indigenous Governance and Business Management (IGBM) subject codes list
- \_\_\_\_\_ Any course from the Indigenous Studies (INDG) subject codes list
- \_\_\_\_\_ Aboriginal Health 1000 - Introduction to Aboriginal Health
- \_\_\_\_\_ Art History 3152 - Indigenous Art History (Series)
- \_\_\_\_\_ Blackfoot 1000 - Introductory Spoken Blackfoot
- \_\_\_\_\_ Blackfoot 2210 - Structure of the Blackfoot Language
- \_\_\_\_\_ Cree 1000 - Introductory Spoken Cree
- \_\_\_\_\_ Cree 2210 - Structure of the Plains Cree Language
- \_\_\_\_\_ Liberal Education 1850 - Conversational Indigenization: Reconciling Reconciliation
- \_\_\_\_\_ Political Science 3215 - Indigenous Peoples and Local Government in Canada

#### One of:

- \_\_\_\_\_ Final grade of 80% or higher in AB high school English Language Arts 30-1 (or equivalent 5-credit course)
- \_\_\_\_\_ Successful completion of a writing challenge test (see information found at [www.ulethbridge.ca/dhillon/advising-faqs](http://www.ulethbridge.ca/dhillon/advising-faqs))
- \_\_\_\_\_ Writing 1000 - Introduction to Academic Writing
- \_\_\_\_\_ English 1900 - Introduction to Language and Literature

*Note: Students who meet the writing requirement through the high school grade or the challenge exam will reduce the total number of courses by one. All other students must take Writing 1000 or English 1900.*

### Major Requirements (12 Courses)

- \_\_\_\_\_ Marketing 3210 - Consumer Behaviour
- \_\_\_\_\_ Marketing 3215 - Introduction to Marketing Communications and Social Media
- \_\_\_\_\_ Marketing 3220 - Marketing Research
- \_\_\_\_\_ Marketing 4230 - Marketing Management
- \_\_\_\_\_ Economics 3030 - Managerial Economics
- \_\_\_\_\_ 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:

- \_\_\_\_\_ Marketing 3205 - Sports Marketing
- \_\_\_\_\_ Marketing 3225 - Brand Management
- \_\_\_\_\_ Marketing 3230 - Retailing Management
- \_\_\_\_\_ Marketing 3240 - Business-to-Business Relationship Sales
- \_\_\_\_\_ Marketing 3250 - Social Marketing
- \_\_\_\_\_ Marketing 3260 - Not-for-Profit Marketing
- \_\_\_\_\_ Marketing 3280 - Services Marketing Management
- \_\_\_\_\_ Marketing 3290 - Marketing and Society
- \_\_\_\_\_ Marketing 3806 - Small Business Management
- \_\_\_\_\_ Marketing 3862 - Digital Marketing
- \_\_\_\_\_ Marketing 4215 - Advanced Marketing Communications and Social Media
- \_\_\_\_\_ Marketing 4220 - Cross-Cultural Marketing

Total = 30 Courses

**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.

**Marketing Communications Concentration**

- \_\_\_\_\_ Marketing 3862 - Digital Marketing
- \_\_\_\_\_ Marketing 4215 - Advanced Marketing Communications and Social Media

**Two of:**

- \_\_\_\_\_ Management 3980 - Applied Studies/Field Experience I (with a marketing communications focus)
- \_\_\_\_\_ Management 3990 - Independent Study (with a marketing communications focus)
- \_\_\_\_\_ Marketing 3225 - Brand Management
- \_\_\_\_\_ <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

**Socially Responsible Marketing Concentration**

**Two of:**

- \_\_\_\_\_ <sup>2</sup> Marketing 3250 - Social Marketing
- \_\_\_\_\_ <sup>2</sup> Marketing 3260 - Not-for-Profit Marketing
- \_\_\_\_\_ <sup>2</sup> Marketing 3290 - Marketing and Society

**Two of:**

- \_\_\_\_\_ International Management 3552 - Sustainable Tourism
- \_\_\_\_\_ <sup>3</sup> International Management 4640 - Cross-Cultural Work Study (Series)
- \_\_\_\_\_ 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>2</sup> Marketing 3250 - Social Marketing
- \_\_\_\_\_ <sup>2</sup> Marketing 3260 - Not-for-Profit Marketing
- \_\_\_\_\_ <sup>2</sup> Marketing 3290 - Marketing and Society
- \_\_\_\_\_ 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 Marketing 3250, Marketing 3260, and Marketing 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.

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 Statistics 1770; Economics 1010 and Economics 1012; Writing 1000 or English 1900; all Dhillon School of Business courses, including courses cross-listed with Dhillon School of Business courses (ACCT, AGEM, FINC, HRLR, IGBM, IMGT, MGT, and MKTG); 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, including 10 Dhillon School of Business 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 in the Dhillon School of Business. Course materials requested for further assessment must be submitted to the Dhillon School of Business Advising Office by the last day of the student's first term. Any request for reassessment of course waivers must also be made by the last day of the student's first term. Please refer to Academic Schedule (p. 15) to determine the last day of the term. 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.

**Graduation Requirements (To be completed by an Advisor)**

Residence  
 15 courses, including  met  
 10 3000/4000 DSB courses  met  
 Course requirements met/will be met \_\_\_\_\_

Cum. GPA \_\_\_\_\_ Grad. GPA \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_



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

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