

University of  
Lethbridge



## Program Planning Guide

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

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

Calendar Year: 2022/2023

### Academic Calendar:

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

### High School Admission Requirements:

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

### Current and Past Program Planning Guides:

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

### Co-operative Education:

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

### Dhillon School of Business Advising:

#### Lethbridge

[www.ulethbridge.ca/dhillon/student-support/advising](http://www.ulethbridge.ca/dhillon/student-support/advising)

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

403-329-2153

M2060

#### Calgary

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

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

403-571-3360

Suite S6032, 345 - 6th Avenue SE

Marketing

Post-Diploma Bachelor of Management

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

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

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

**Program 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 (9 Courses)**

- \_\_\_\_\_ Statistics 1770 - Introduction to Probability and Statistics
- \_\_\_\_\_ Management 2070/Economics 2070 - Operations and Quantitative Management
- \_\_\_\_\_ Management 3031 - Managing Responsibly in a Global Environment
- \_\_\_\_\_ 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, to meet a Liberal Education List requirement:**

- \_\_\_\_\_ 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 need to substitute a Fine Arts and Humanities elective for Writing 1000 or English 1900.*

**Major Requirements (11 Courses)**

- \_\_\_\_\_ Marketing 3210 - Consumer Behaviour
- \_\_\_\_\_ Marketing 3215 - Introduction to Marketing Communications and Social Media
- \_\_\_\_\_ Marketing 3220 - Marketing Research
- \_\_\_\_\_ Marketing 4230 - Marketing Management
- \_\_\_\_\_ Psychology 1010 - Introduction to Psychology A: Evolution, Mechanisms, and Cognition/Perception
- \_\_\_\_\_ Sociology 1000 - Introduction to Sociology

**Two 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

**One of:**

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

**Electives:**

\_\_\_\_\_ Two Fine Arts and Humanities electives chosen to ensure completion of the Liberal Education List Requirement (refer to the 2022/2023 University of Lethbridge Calendar, p. 81)

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

*Note: When choosing an 'Indigenous content' elective in this program, it is strongly recommended that students consider a course with a Fine Arts and Humanities designation otherwise students will have an extra course to complete to meet program requirements.*

**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 "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.

*Note: Concentration courses may be offered only once a year, in alternating years, or not at your campus.*

**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.

### 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 (ie. once a year, term other than shown, alternating years, or not at your campus).

<p><b>Year 3, Fall</b>                  HRLR 3050 - Human Resource Management                  IMGT 3650 - Introduction to International Management                  One of: <u>PSYC 1010</u> or <u>SOCI 1000</u>                  STAT 1770 - Introduction to Probability and Statistics                  Writing Requirement<sup>1</sup></p> <p><b>Year 4, Fall</b>  <u>Marketing Elective<sup>2</sup></u>  <u>MKTG 3210 - Consumer Behaviour</u>  <u>MKTG 3215 - Introduction to Marketing Communications and Social Media</u>  <u>MKTG 3220 - Marketing Research</u>                  One of: ACCT 3171, MGT 3062, or <u>MGT 3622</u></p>	<p><b>Year 3, Spring</b>  <u>Marketing Elective<sup>2</sup></u>                  MGT 3031 - Managing Responsibly in a Global Environment                  One of: <u>PSYC 1010</u> or <u>SOCI 1000</u>                  One of: ECON 2900 or <u>STAT 2780</u>  <u>Indigenous Content Requirement<sup>3</sup></u></p> <p><b>Year 4, Spring</b>                  MGT 2070/ECON 2070 - Operations and Quantitative Management                  MGT 4090 - Management Policy and Strategy  <u>MKTG 4230 - Marketing Management</u>                  Elective - Fine Arts &amp; Humanities                  Elective - Fine Arts &amp; Humanities</p>
---	--

1. Students who achieved a final grade of 80% or higher in AB high school English Language Arts 30-1 (or equivalent 5-credit course) or who have successfully completed a writing challenge test (see information found at [www.ulethbridge.ca/dhillon/advising-faqs](http://www.ulethbridge.ca/dhillon/advising-faqs)) must take a Fine Arts & Humanities course. All other students must complete Writing 1000 or English 1900.
2. Refer to the 'Two of' list of marketing courses in the preceding major requirements. Students who choose a concentration will replace the 'Two of' requirement with courses in the chosen concentration. Note that completing a concentration may require a student to complete extra courses.
3. Refer to the list of Indigenous Content courses in the preceding core requirements. Students should take an Indigenous content course with a Fine Arts and Humanities designation otherwise they will have an extra course to complete program requirements.

### Liberal Education Requirement Tracking

<p>_____ Four Fine Arts and Humanities electives:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>_____ Two Social Science electives:</p> <p>1. _____</p> <p>2. _____</p>	<p>_____ Two Science electives:</p> <p>1. _____</p> <p>2. _____</p> <p>_____ Two additional electives from any list:</p> <p>1. _____</p> <p>2. _____</p>
--	--

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 all Dhillon School of Business courses (ACCT, AGEM, FINC, HRLR, IGBM, IMGT, MGT, and MKTG) and courses cross-listed with Dhillon School of Business courses; ECON 1010; ECON 1012; STAT 1770; WRIT 1000, or ENGL 1900; and all courses in the major marked with an asterisk (\*) in order to meet degree requirements.

**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 ABHL, ACCT, ADCS, AGEM, EDUC, FINC, HLSC, HRLR, IGBM, IMGT, MGT, MKTG, NURS, PUBH, or TREC 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).

