

University of
Lethbridge



Program Planning Guide

Name: _____

ID: _____

Calendar Year: 2023/2024

Dhillon School of Business Degree Programs:

www.ulethbridge.ca/dhillon/study/degrees

Academic Calendar:

www.ulethbridge.ca/ross/academic-calendar

Admission and Transfer Requirements:

www.ulethbridge.ca/ross/admissions/undergrad

Current and Past Program Planning Guides:

www.ulethbridge.ca/ross/ppgs

Co-operative Education:

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

Dhillon School of Business Advising:

Lethbridge

www.ulethbridge.ca/dhillon/student-support/advising

dhillon.advising@uleth.ca

403-329-2153

M2060

Calgary

www.ulethbridge.ca/calgary/student-advising

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.ulethbridge.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 (15 Courses)

- _____ Economics 1010 - Introduction to Microeconomics
- _____ Economics 1012 - Introduction to Macroeconomics
- _____ Statistics 1770 - Introduction to Probability and Statistics
- _____ Marketing 2020 - Marketing
- _____ Management 2070/Economics 2070 - Operations and Quantitative Management
- _____ 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:

- _____ Management 2081 - Professional Communications Skills
- _____ Writing 1000 - Introduction to Academic Writing

Major Requirements (10 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

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 = 25 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. Note that completing a concentration may require a student to complete extra courses.

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
- _____ 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

Socially Responsible Marketing Concentration**Two of:**

- _____ ² Marketing 3250 - Social Marketing
- _____ ² Marketing 3260 - Not-for-Profit Marketing
- _____ ² Marketing 3290 - Marketing and Society

Two of:

- _____ International Management 3552 - Sustainable Tourism
- _____ ³ 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
- _____ ² Marketing 3250 - Social Marketing
- _____ ² Marketing 3260 - Not-for-Profit Marketing
- _____ ² Marketing 3290 - Marketing and Society
- _____ New Media 3250 - Media, Advertising, and Consumer Culture

Notes

¹ 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.

² Students cannot use Marketing 3250, Marketing 3260, and Marketing 3290 to fulfill requirements from both "Two of:" lists.

³ 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. Note some courses may have limited offerings (ie. offered once a year, in a term other than shown, or in alternating years).

<p>Year 1, Fall ACCT 2100 - Introductory Accounting ECON 1010 - Introduction to Microeconomics MKTG 2020 - Marketing STAT 1770 - Introduction to Probability and Statistics One of: MGT 2081 or WRIT 1000</p> <p>Year 2, Fall MKTG 3210 - Consumer Behaviour MKTG 3215 - Introduction to Marketing Communications and Social Media MKTG 3220 - Marketing Research MGT 3031 - Managing Responsibly in a Global Environment Indigenous Content Requirement¹</p> <p>Year 3, Fall Marketing Elective² IMGT 3650 - Introduction to International Management HRLR 3050 - Human Resource Management MGT 4090 - Management Policy and Strategy One of: ACCT 3171, MGT 3062, or MGT 3622</p>	<p>Year 1, Spring ACCT 2400 - Management Accounting ECON 1012 - Introduction to Macroeconomics PSYC 1010 - Introduction to Psychology A: Evolution, Mechanisms, and Cognition/Perception SOCI 1000 - Introduction to Sociology One of: ECON 2900 or STAT 2780</p> <p>Year 2, Spring Marketing Elective² Marketing Elective² MKTG 4230 - Marketing Management FINC 3040 - Finance MGT 2070/ECON 2070 - Operations and Quantitative Management</p>
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1. Refer to the list of Indigenous Content courses in the preceding core requirements.
2. Refer to the 'Three of' list in the preceding major requirements. Students who choose a concentration will replace the 'Three of' requirement with courses in the chosen concentration. 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 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.

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 Dhillon School of Business advising office. 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 _____