

Name: _____

ID:

Bachelor of Business Administration

Marketing



Marketing, a combination of art and science, is the core of any business. It helps identify consumer needs, guides the development of new products, services or communications strategies, determines prices, and has the ability to adjust all of these for domestic and international markets. As a marketer, you'll be the crucial link between an organization, their suppliers and their end-users, building relationships that benefit all parties.

What determines my program requirements?

Please refer to the Academic Calendar (www.ulethbridge.ca/ross/academic-calendar) for complete program information.

Calendar Year: 2026/2027 - Your calendar year is set to the academic year you are admitted (or readmitted) and you should follow the requirements for that year for the duration of your program.

Faculty/School: Dhillon School of Business (www.ulethbridge.ca/dhillon) - An internationally accredited AACSB business school

Program(s): Bachelor of Business Administration

Major(s): Marketing

Minor: A defined set of courses, designed to provide depth in a particular discipline, study in an interdisciplinary area, or focus on a theme-related topic. To learn more about optional minors see www.ulethbridge.ca/ross/minors.

Am I admissible to this program?

Admission: www.ulethbridge.ca/ross/admissions/undergrad

Transfer: www.ulethbridge.ca/ross/transfer-resources

When/How do I apply to the University?

Deadlines: www.ulethbridge.ca/ross/admissions/undergrad/deadlines

Step-by-Step: www.ulethbridge.ca/ross/admissions/step-by-step

Where can I find information on courses?

Course Catalogue: www.ulethbridge.ca/ross/courses

Registration Guide: www.ulethbridge.ca/ross/registration-guide

When can I register for classes?

Register early! (March for Summer and Fall; November for Winter)

Registration Dates: www.ulethbridge.ca/ross/registration-dates

How can I enhance my program?

Career Bridge: www.ulethbridge.ca/career-bridge

Honours Thesis: www.ulethbridge.ca/ross/undergraduate-thesis

Student Professional Development:

www.ulethbridge.ca/dhillon/student-experience/student-professional-development

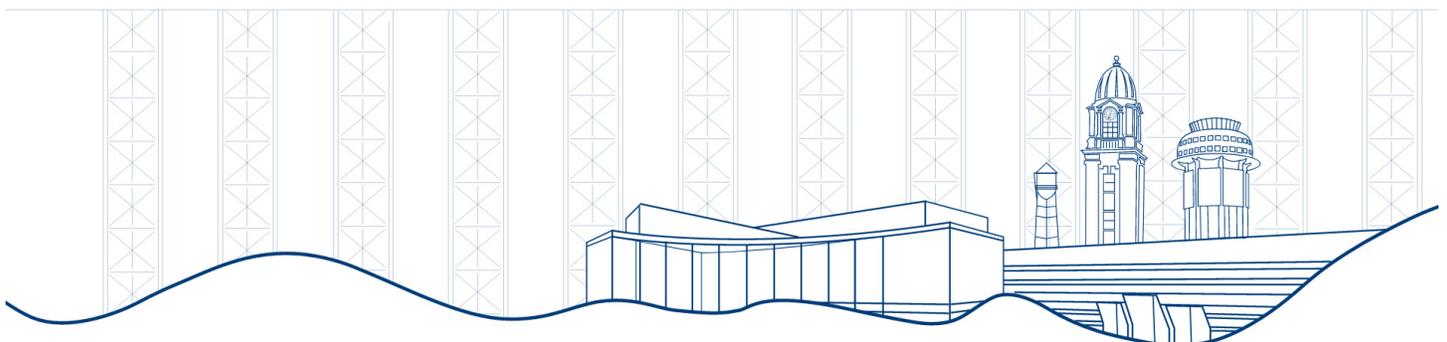
What supports are available to students?

Student Services: www.ulethbridge.ca/campus-life/student-services

Student Success Centre: www.ulethbridge.ca/student-success-centre

Accessible Learning: www.ulethbridge.ca/ross/alc

Counselling Services: www.ulethbridge.ca/counselling





Core Requirements (18 Courses)

- _____ 1. Economics 1010 - Introduction to Microeconomics
- _____ 2. Economics 1012 - Introduction to Macroeconomics
- _____ 3. Management 1500 - Fundamentals of Business
- _____ 4. Statistics 1770 - Introduction to Probability and Statistics
- _____ 5. Marketing 2020 - Marketing
- _____ 6. Human Resources and Labour Relations 2030 - Introduction to Organizational Behaviour
- _____ 7. Management 2070/Economics 2070 - Operations and Quantitative Management
- _____ 8. Management 2081 - Professional Communications Skills
- _____ 9. Accounting 2100 - Introductory Accounting
- _____ 10. Accounting 2400 - Management Accounting
- _____ 11. Management 3031 - Managing Responsibly in a Global Environment
- _____ 12. Finance 3040 - Finance
- _____ 13. Human Resources and Labour Relations 3050 - Human Resource Management
- _____ 14. Global Business 3650 - Introduction to Global Business
- _____ 15. Management 4090 - Management Policy and Strategy
- _____ 16. **One of:**
 - _____ Management 3062 - Information Systems and Data Analytics
 - _____ Accounting 3171 - Accounting Information Systems and Data Analytics
 - _____ Human Resources and Labour Relations 3320 - Workforce Analytics
- _____ 17. **One of:**
 - _____ Writing 1000 - Introduction to Academic Writing
 - _____ English 1900 - Introduction to Language and Literature

Indigenous Content Requirement:

If the course that is selected from the list below does not have a Fine Arts and Humanities designation, an additional Fine Arts and Humanities elective will be required in order to meet Liberal Education requirements.

- _____ 18. **One of:**
 - _____ Any course from the Indigenous Governance and Business Management (IGBM) subject codes list

 - _____ Any course from the Indigenous Studies (INDG) subject codes list

 - _____ Art History 3152 - Indigenous and/or Canadian Visual Culture (Series)
 - _____ Blackfoot 1000 - Introduction to Blackfoot Language and Culture
 - _____ Blackfoot 2210 - Blackfoot Grammar for Learners and Teachers
 - _____ Indigenous Health 1000 - Introduction to Indigenous Health
 - _____ Liberal Education 1850 - Conversational Indigenization: Reconciling Reconciliation
 - _____ ¹ Political Science 3215 - Indigenous Peoples and Local Government in Canada

Major Requirements (13 Courses)

- _____ 19. Marketing 3210 - Consumer Behaviour
- _____ 20. Marketing 3215 - Introduction to Marketing Communications and Social Media
- _____ 21. Marketing 3220 - Marketing Research
- _____ 22. Marketing 4230 - Marketing Management
- _____ 23. Economics 3030 - Managerial Economics
- _____ 24. Psychology 1010 - Introduction to Psychology A: Evolution, Mechanisms, and Cognition/Perception
- _____ 25. Sociology 1000 - Introduction to Sociology
- _____ 26. **One of:**
 - _____ Psychology 2330 - Learning and Cognition
 - _____ Psychology 2700 - Behaviour and Evolution
 - _____ 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
- _____ 27. **One of:**
 - _____ Economics 2900 - Economics and Business Statistics
 - _____ Statistics 2780 - Statistical Inference
- _____ 28.-31. Four additional Marketing courses (12.0 credit hours) at the 3000 or 4000 level. Students may not count unspecified transfer courses towards this requirement. *Students who choose an optional Marketing Concentration will replace these four courses with courses required for the chosen concentration. See the "Marketing Concentrations" section for details.*
 - _____ 28. _____
 - _____ 29. _____
 - _____ 30. _____
 - _____ 31. _____

Electives (9 Courses)

Minor courses may fill electives below where applicable.

- _____ 32.-36. Five 3000 or 4000-level electives (from any faculty/school)
 - _____ 32. _____
 - _____ 33. _____
 - _____ 34. _____
 - _____ 35. _____
 - _____ 36. _____
- _____ 37.-40. Four electives, which should be chosen to ensure completion of the Liberal Education List Requirement (see **School of Liberal Education** in the 2026/2027 University of Lethbridge Calendar, www.ulethbridge.ca/ross/academic-calendar); remaining electives are open to any faculty/school.
 - _____ 37. _____
 - _____ 38. _____
 - _____ 39. _____
 - _____ 40. _____



Marketing Concentrations (optional)

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 additional Marketing courses (12.0 credit hours) at the 3000 or 4000 level" with the courses in the chosen concentration, listed below.

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

a. Marketing Communications

- _____ 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
- _____ ¹New Media 2005 - Design Foundations

b. Socially Responsible Marketing

Two of:

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

Two of:

- _____ ³Global Business 4640 - Cross-Cultural Work Study (Series)
- _____ 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
- _____ ²Marketing 3250 - Social Marketing
- _____ ²Marketing 3260 - Not-for-Profit Marketing
- _____ ²Marketing 3290 - Marketing and Society

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.

Optional Minor: _____

For information about minors see **Minors** in the 2026/2027 University of Lethbridge Calendar, www.ulethbridge.ca/ross/academic-calendar.

Consult with an Academic Advisor if you wish to add a minor to your program.

General Requirements

Students must meet the academic standards, program requirements, and graduation requirements according to the regulations set by the Dhillon School of Business, and as outlined in the Calendar including, but not limited to:

- _____ Successful completion of at least 40 courses (120.0 credit hours) with cumulative and graduation grade point averages of at least 2.00. To determine graduation grade point averages, see **Dhillon School of Business, Graduation** in the 2026/2027 University of Lethbridge Calendar, www.ulethbridge.ca/ross/academic-calendar.
- _____ A minimum grade of 'C-' is required in all Dhillon School of Business courses (ACCT, AGEM, DGTR, FINC, GLBU, HRLR, IGBM, MGT, and MKTG) and courses cross-listed with Dhillon School of Business courses; Economics 1010; Economics 1012; Statistics 1770; Writing 1000 or English 1900; and all courses in the major marked with an asterisk (*) in order to meet degree requirements.
- _____ All degree requirements must be completed within 10 years after admission into the Dhillon School of Business.
- _____ A maximum of 12 courses (36.0 credit hours) 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.
- _____ A maximum of 6.0 credit hours in Activity courses may be taken for credit towards the degree.
- _____ Completion of the Liberal Education List Requirement.
- _____ Residence Requirement: Students must successfully complete at least 20 courses at the University of Lethbridge, including Management 3031, Management 4090, and 8 Dhillon School of Business courses at the 3000 or 4000 level.

Liberal Education List Requirement

Only four courses (12.0 credit hours) in total may be counted from any one discipline toward the Lib Ed Requirement. Disciplines are identified by separate course subject codes. Cross-listed courses count toward the limit for both disciplines (e.g. Geography 3225/Global Business 3225 counts toward the limit for Geography and Dhillon School of Business courses).

Only four courses (12.0 credit hours) in total from the Faculty of Education (EDUC), Faculty of Health Sciences (AMHC, HLSC, INHL, NURS, PUBH, and TREC), and the Dhillon School of Business (ACCT, AGEM, DGTR, FINC, GLBU, HRLR, IGBM, MGT, and MKTG) may be counted towards the Lib Ed Requirement.

To determine if a course has a Liberal Education designation, see School of Liberal Education in the 2026/2027 University of Lethbridge Undergraduate Calendar, www.ulethbridge.ca/ross/academic-calendar.

- _____ **1.-4. List I: Fine Arts and Humanities**
 - _____ 1. _____
 - _____ 2. _____
 - _____ 3. _____
 - _____ 4. _____
- _____ **5.-8. List II: Social Science**
 - _____ 5. _____
 - _____ 6. _____
 - _____ 7. _____
 - _____ 8. _____
- _____ **9.-12. List III: Science**
 - _____ 9. _____
 - _____ 10. _____
 - _____ 11. _____
 - _____ 12. _____



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Shown below is the recommended sequence of courses for your degree. Consult timetables for course offerings, prerequisites, and corequisites before registering each term as some courses may have limited offerings (ie. once a year, alternating years, or only offered in the Fall or Winter terms). Consult with an Academic Advisor in your faculty if you wish to alter this sequence with regard to the specifically listed courses.

Note that this sequence was prepared based on course scheduling at the time of publication and may change during your studies.

First Year

- Accounting 2100
- Economics 1010
- Economics 1012
- Human Resources and Labour Relations 2030
- Management 1500
- Marketing 2020
- Psychology 1010
- Sociology 1000
- Statistics 1770
- One of: Writing 1000 or English 1900

Second Year

- Accounting 2400
- One of: Economics 2900 or Statistics 2780
- Economics 3030
- Global Business 3650
- Human Resources and Labour Relations 3050
- Management 2070/Economics 2070
- Management 2081
- Management 3031
- ¹ PSYC/SOCI Elective
- ² Indigenous Content Requirement

Third Year

- ³ Marketing 3210
- ³ Marketing 3215
- ³ Marketing 3220
- ⁴ Marketing 3000/4000 level
- Finance 3040
- One of: Accounting 3171, Management 3062, or
Human Resources and Labour Relations 3320
- Elective - 3000/4000 level
- Elective - 3000/4000 level
- Elective - 3000/4000 level
- Elective - Fine Arts & Humanities

Fourth Year

- ³ Marketing 4230
- ⁴ Marketing 3000/4000 level
- ⁴ Marketing 3000/4000 level
- ⁴ Marketing 3000/4000 level
- Management 4090
- Elective - 3000/4000 level
- Elective - 3000/4000 level
- Elective - Fine Arts & Humanities
- Elective - Open
- ² Elective - Open

1. Refer to the 'One of' list of Psychology or Sociology courses in the preceding major requirements.
2. Refer to the list of Indigenous Content courses in the preceding core requirements. Students who take an Indigenous Content course that does not have a Fine Arts and Humanities designation must replace one open elective with a Fine Arts and Humanities.
3. Required major courses MKTG 3210, 3215, 3220, 4230 are offered once per year. Students should take these courses in the term they are offered to avoid extending degree completion.
4. Students may not count unspecified transfer courses towards this requirement. Students who choose an optional concentration will replace this course with a course required for the concentration. See the "Marketing Concentrations" section for details.

Final Program Check

Request a Final Program Check at www.ulethbridge.ca/dhillon/final-program-check by December 1 (April completers) or by April 1 (June, August, & December completers) and after registering in your final term.

Program requirements with _____ (majors, minors, concentrations)

will be met upon successful completion of _____ currently enrolled courses

have been met

U of L GPA: _____ Grad GPA: _____ Co-op: _____ Honours Thesis: _____

Advisor: _____ Date: _____

Advisor: _____ Date: _____