

Name: _____

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Post-Diploma 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.

This Program Planning Guide (PPG) must be customized based on your diploma transcripts. A customized PPG will be sent to your U of L email account following your acceptance to this program.

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

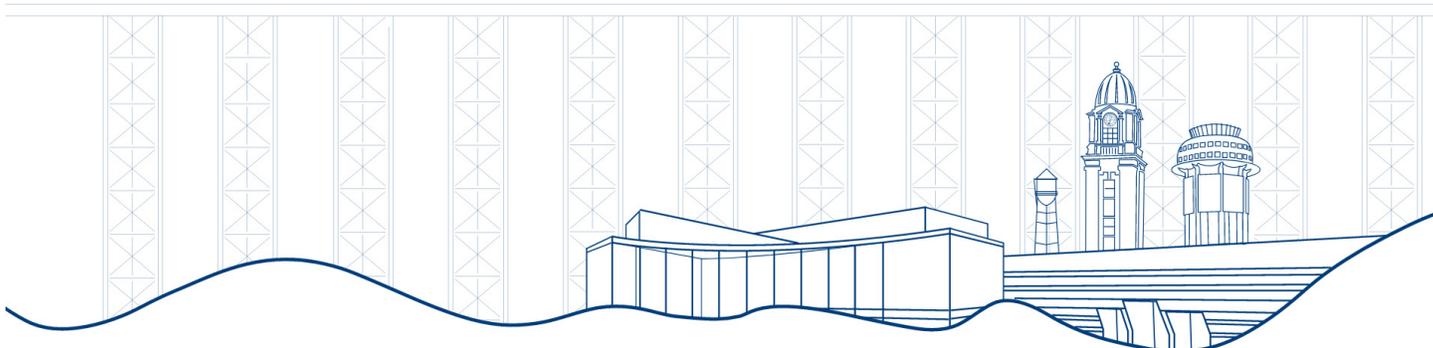
What supports are available to students?

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





Required courses and notes

Core Requirements (9 Courses)

- _____ 1. Statistics 1770 - Introduction to Probability and Statistics
- _____ 2. Management 2070/Economics 2070 - Operations and Quantitative Management
- _____ 3. Management 3031 - Managing Responsibly in a Global Environment
- _____ 4. Human Resources and Labour Relations 3050 - Human Resource Management
- _____ 5. Global Business 3650 - Introduction to Global Business
- _____ 6. Management 4090 - Management Policy and Strategy
- _____ 7. **One of:**
 - _____ Management 3062 - Information Systems and Data Analytics
 - _____ Accounting 3171 - Accounting Information Systems and Data Analytics
 - _____ ¹ Human Resources and Labour Relations 3320 - Workforce Analytics
- _____ 8. **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 needed extra to degree in order to meet Liberal Education requirements.

- _____ 9. **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

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Major Requirements (9 Courses)

- _____ 10. Marketing 3210 - Consumer Behaviour
- _____ 11. Marketing 3215 - Introduction to Marketing Communications and Social Media
- _____ 12. Marketing 3220 - Marketing Research
- _____ 13. Marketing 4230 - Marketing Management
- _____ 14. Psychology 1010 - Introduction to Psychology A: Evolution, Mechanisms, and Cognition/Perception
- _____ 15. Sociology 1000 - Introduction to Sociology
- _____ 16.-17. **Two of (Marketing Elective):**
 - _____ 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
- _____ 18. **One of:**
 - _____ Economics 2900 - Economics and Business Statistics
 - _____ Statistics 2780 - Statistical Inference

Note: Students who choose an optional Marketing Concentration will replace the "Two of (Marketing Elective)" requirement with courses in the chosen concentration. See the "Marketing Concentrations" section.

Electives (2 Courses)

Minor courses may fill electives below where applicable.

- _____ 19.-20. Two Fine Arts and Humanities electives 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)
 - _____ 19. _____
 - _____ 20. _____

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.



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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 'Two of (Marketing Elective)' requirement in the Major Requirements 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.

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)
- _____ ³Management 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.



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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.

Fall Admission

Third Year (Fall)

- Global Business 3650
- Human Resources and Labour Relations 3050
- One of: Psychology 1010 or Sociology 1000
- Statistics 1770
- One of: Writing 1000 or English 1900

Third Year (Winter)

- ¹ Marketing Elective
- One of: Economics 2900 or Statistics 2780
- Management 3031
- One of: Psychology 1010 or Sociology 1000
- Elective - Fine Arts & Humanities

Fourth Year (Fall)

- ¹ Marketing Elective
- ² Marketing 3210
- ² Marketing 3215
- ³ Indigenous Content Requirement
- One of: Accounting 3171, Management 3062, or Human Resources and Labour Relations 3320⁴

Fourth Year (Winter)

- ² Marketing 3220
- ² Marketing 4230
- Management 2070/Economics 2070
- Management 4090
- Elective - Fine Arts & Humanities

1. Refer to the "Two of" list 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. See the "Marketing Concentrations" section.
2. 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.
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 may have an extra course to complete program requirements.
4. Students should be aware that this course has prerequisites which may require taking courses extra to their program requirements.

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

Advisor: _____ Date: _____

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



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Winter Admission

Third Year (Winter)

- Global Business 3650
- Human Resources and Labour Relations 3050
- One of: Psychology 1010 or Sociology 1000
- Statistics 1770
- One of: Writing 1000 or English 1900

Third Year (Fall)

- ¹ Marketing Elective
- ² Marketing 3210
- ² Marketing 3215
- One of: Psychology 1010 or Sociology 1000
- One of: Economics 2900 or Statistics 2780

Fourth Year (Winter)

- ¹ Marketing Elective
- ² Marketing 3220
- ² Marketing 4230
- Management 3031
- ³ Indigenous Content Requirement

Fourth Year (Fall)

- One of: Accounting 3171, Management 3062, or Human Resources and Labour Relations 3320⁴
- Management 2070/Economics 2070
- Management 4090
- Elective - Fine Arts & Humanities
- Elective - Fine Arts & Humanities

1. Refer to the "Two of" list 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. See the "Marketing Concentrations" section.
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U of L GPA: _____ Grad GPA: _____ Co-op: _____ Honours Thesis: _____

Advisor: _____ Date: _____

Advisor: _____ Date: _____