

Sample Course Map: 4 Year BBA with Marketing Concentration

This is a sample course schedule. Please note when selecting elective credits that you can use a maximum of 42 credit hours at the 1000 level. Semester long courses are 3 credit hours and year-long courses are 6 credit hours. A maximum of 78 credit hours from Business courses (BUS-****) may be used towards a degree.

- This sample course map is intended as an example to give students an idea of what a typical programme may look like.
- Students should review this map **but not rely on it for planning**. The UW Calendar provides the [degree requirements](#).
- Make an appointment with [Academic Advising](#) to ensure you are choosing the right courses.
- Note that there are some anomalies in [WEBADVISOR](#) to it is important to consult the UW Calendar and Student Planning if the programme information is not clear.
- Students can also consult specific [BUS ADMIN requirements](#) for course information and prerequisites.
- Students are not required to take 5 courses each term. It is also possible to take a limited number of courses during the Spring term.

Semester	Course Name	Prerequisite
1st Fall Term	BUS-1201 Intro to Business I	Pre-Calculus Mathematics 40S or Applied Mathematics 40S or equivalent [prerequisite(s)].
	BUS-1202 Intro to Business II	Pre-Calculus Math 40S or Applied Math 40S or equivalent [prerequisite(s)].
	ECON-1102 Intro to Microeconomics	None
	Academic Writing	Varied
	ECON-1201 Quantitative Methods for Economics and Business OR MAT-1301 Applied Mathematics for Business & Administration	Pre-Calculus Math 40S or Applied Math 40S
1st Winter Term	ACS-1803 Introduction to Information Systems	None
	ECON-1103 Intro to Macroeconomics	None
	STAT-1301 Statistical Analysis I OR STAT 1501 Elem Biostats	Pre-Calculus Math 40S or Applied Math 40S
	Humanities Requirement	Varied
	Indigenous course requirement (also counts as either a humanities or social science requirement depending on the course)	Varied
2nd Fall Term	BUS 2010 Financial Management	BUS 1201, BUS 1202 and Math 1301 OR ECON 1201 (min grade of C+ in each)
	BUS-2103 Fundamentals of Organizational Behaviour	ECON-1201(3) or MATH-1301(3), either course with a minimum grade of C+; AND BUS-1201(3) and BUS-1202(3), both with a minimum grade of C+ [prerequisite(s)].
	BUS-2210 Fundamentals of Marketing	ECON-1201(3) or MATH-1301(3), either course with a minimum grade of C+; AND BUS-1201(3) and BUS-1202(3), both with a minimum grade of C+ [prerequisite(s)].
	Science Requirement	Varied
	Social Science Requirement	Varied

2nd Winter Term	BUS-24400 Fundamentals of HR	ECON-1201(3) or MATH-1301(3), either course with a minimum grade of C+; AND BUS-1201(3) and BUS-1202(3), both with a minimum grade of C+ [prerequisite(s)].
	POL-2320 Government-Business Relations	None
	BUS-2501 Fundamentals of Prod & Operations Mgmt	ECON-1201(3) or MATH-1301(3), either course with a minimum grade of C+; AND BUS-1201(3) and BUS-1202(3), both with a minimum grade of C+ [prerequisite(s)].
	Science Requirement	Varied
	Social Science Requirement	Varied
3rd Fall Term	BUS-3110 Ethics in Management <i>OR</i> BUS 3255 Social Enterprise	BUS-2002(3) or BUS-2010(3), either with a minimum grade of C+; AND BUS-2103(3) or the former PSYC-2440(3), either with a minimum grade of C+; AND BUS-2210(3), BUS-2440(3), and BUS-2501(3), all with a minimum grade of C+; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].
	BUS-3230 Advertising	BUS-2210(3) with a minimum grade of C+; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].
	3 rd Year Business Credit (choose among variety of courses)	Varied
	Humanities Requirement	Varied
	Social Science Requirement	Varied
3rd Winter Term	BUS-3240 Consumer Behaviour	BUS-2210 (min grade of C+)
	3 rd Year Business Credit (choose among variety of courses)	Varied
	Humanities Requirement	Varied
	Humanities Requirement <i>OR</i> Social Science Requirement *Students whose indigenous course requirement consisted of a humanities course should take a social science requirement; student whose indigenous course requirement consisted of a social science course should take a humanities requirement.	Varied
	Open Elective	
4th Fall Term	BUS-3271 Marketing Research	BUS-2210(3), with a minimum grade of C+; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)]
	Open Elective (additional business courses tailored to career aspirations are recommended)	Varied
	Humanities Elective	Varied
	Open Elective	Varied
	Open Elective	Varied
4th Winter Term	BUS-4540 International Marketing	BUS-3240 (min grade C+)

	Open Elective (additional business courses tailored to career aspirations are recommended but not required)	Varied
	Open Elective	Varied
	Open Elective	Varied
	Open Elective	Varied

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