

Archived: August 8, 2022

Business and Management Programs

Marketing (BBA)

Location Offered:

Cowichan, Nanaimo

Credential:

Bachelor Degree

Options:

Major, Minor

Program Length:

4 Years

The Program

All businesses must have a strategy and process for marketing their products or services. A Major in Marketing gives business students a flexible choice of completing courses leading to alternative career paths in marketing. There is an incredibly diverse range of managerial careers in marketing including: online and social media marketing management, not-for-profit marketing, advertising management, event and promotion management, brand and product management, retail management, sports marketing management, market research consulting, business development, sales management, and many other areas in marketing. Every business needs marketing expertise and people with this capability are in high demand.

Marketing majors will complete 12 credits in core courses in marketing basics, buyer behavior, customer analytics, and strategic marketing. Marketing majors will also take 18 upper-level credits among a selection customized to the area of marketing for which they would like to gain expertise. To further develop your expertise on a career path students may select from one of a series of marketing streams and complete suggested courses leading to an area of specialization. The holistic expertise gained will be highly valuable to future employers.

Whether you are enrolled in a non-business degree program or are a non-marketing business major, a Minor in Marketing will allow you to add a critical skill needed in business. Earning a minor in marketing is an ideal choice for students who wish to acquire a marketing mindset which is a valuable tool to offer your business or future employer. Entrepreneurs, business, medical, legal and other professionals, certified trades people, art and graphic design experts and many others all need a solid understanding of marketing to grow their business.

Marketing minors will complete 6 core course credits in marketing basics and buyer behavior and then will select 18 upper-level credits according to a customized marketing stream leading to a career path of interest.

See Bachelor of Business Administration, Majors and Minors.

Program Outline

Requirements for a Major

Year 1

See Bachelor of Business Administration, Majors and Minors.

Marketing Major	
Year 2	Credits
ACCT 294 - (Intro to Cost and Managerial Accounting)	3
ECON 211 - (Principles of Microeconomic Theory)	3
ECON 212 - (Principles of Macroeconomic Theory)	3
MARK 260 - (Buyer Behaviour)	3
<i>One of the following courses:</i>	
ACCT 217 - (Taxation I)	3
MGMT 293 - (Human Resource Management)	
FNCE 221 - (Financial Planning)	
MGMT 230 - (Introduction to E-Management)	3
QUME 232 - (Business Statistics I)	3
<i>Nine</i> elective credits	9
Total Credits	30

Marketing Major	
Year 3	Credits
LAWW 326 - (Commercial Law)	3
MARK 366 - (Market Research)	3
MGMT 323 - (International Business I)	3
MGMT 392 - (Negotiations)	3
<i>Nine</i> upper-level marketing electives	9
<i>Nine</i> elective credits	9
Total Credits	30

Marketing Major	
Year 4	Credits
MARK 460 - (Strategic Marketing)	3
MGMT 496 - (Strategic Management Issues)	3
MGMT 491 - (Senior Project) <i>or</i> MGMT 499 - (Business Internship) <i>or</i> <i>Three</i> upper-level business credits <i>and three</i> upper-level elective credits	6
<i>Six</i> upper-level marketing elective credits	6
<i>Three</i> 400-level marketing elective credits	3
<i>Nine</i> elective credits	9
Total Credits	30

Note: Total institutional requirement to graduate, 120 credits. PHIL 330 and MGMT 293 are recommended electives.

Requirements for a Minor

MARK 160, MARK 260, and *eighteen* credits selected from Marketing number 300 and above.

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