

University of
Lethbridge



Program Planning Guide

Name: _____

ID: _____

Calendar Year: 2021/2022

Dhillon School of Business Degree Programs:

www.uleth.ca/dhillon/study/degrees

Academic Calendar:

www.uleth.ca/ross/academic-calendar

High School Admission Requirements:

www.uleth.ca/ross/admissions/undergrad/high-school

Current and Past Program Planning Guides:

www.uleth.ca/ross/ppgs

Co-operative Education:

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

Dhillon School of Business Advising:

Lethbridge

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

dhillon.advising@uleth.ca

403-329-2153

M2060

Calgary

www.uleth.ca/calgary/student-advising

calgary.advising@uleth.ca

403-571-3360

Suite S6032, 345 - 6th Avenue SE

Bachelor of Management Marketing

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.uleth.ca/ross/academic-advising) for advising information.

Name : _____

ID : _____

Program Requirements

Completion of at least 40 courses (120.0 credit hours) with cumulative and graduation grade point averages of at least 2.00.

Core Requirements (18 Courses)

- _____ Economics 1010 - Introduction to Microeconomics
- _____ Economics 1012 - Introduction to Macroeconomics
- _____ Management 1500 - Fundamentals of Business
- _____ Statistics 1770 - Introduction to Probability and Statistics
- _____ Marketing 2020 - Marketing
- _____ Human Resources and Labour Relations 2030 - Introduction to Organizational Behaviour
- _____ Management 2070/Economics 2070 - Operations and Quantitative Management
- _____ Management 2081 - Professional Communications Skills
- _____ 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, to meet a Liberal Education List requirement:

- _____ 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:

- _____ Final grade of 80% or higher in AB high school English Language Arts 30-1 (or equivalent 5-credit course)
- _____ Successful completion of a writing challenge test (see information found at www.ulethbridge.ca/dhillon/advising-faqs)
- _____ Writing 1000 - Introduction to Academic Writing
- _____ English 1900 - Introduction to Language and Literature

Note: Students who meet the writing requirement through the high school grade or the challenge exam will need to substitute a Fine Arts and Humanities elective for Writing 1000 or English 1900.

Major Requirements (22 Courses)

- _____ Marketing 3210 - Consumer Behaviour
- _____ Marketing 3215 - Introduction to Marketing Communications and Social Media
- _____ Marketing 3220 - Marketing Research
- _____ Marketing 4230 - Marketing Management
- _____ Economics 3030 - Managerial Economics
- _____ Psychology 1000 - Basic Concepts of Psychology
- _____ Sociology 1000 - Introduction to Sociology

One of:

- _____ Psychology 2330 - Learning and Cognition
- _____ Psychology 2700 - Behaviour and Evolution
- _____ Psychology 2800 - Social Psychology
- _____ 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
- _____ Sociology 3420 - Sociology of Work

One of:

- _____ Economics 2900 - Economics and Business Statistics
- _____ Statistics 2780 - Statistical Inference

Four 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

Electives

_____ Five 3000 or 4000-level electives

1. _____
2. _____
3. _____
4. _____
5. _____

_____ Two Fine Arts and Humanities electives chosen to ensure completion of the Liberal Education List Requirement (refer to the 2021/2022 University of Lethbridge Calendar, p. 79)

1. _____
2. _____

_____ Two open electives

1. _____
2. _____

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 'Four of' requirement above with the courses in the chosen concentration, listed below.

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
- _____ ¹New Media 2005 - Design Fundamentals for New Media
- _____ ¹New 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:

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

Two of:

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

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.

Note: If the 'Indigenous content' elective does not have a Fine Arts and Humanities designation, an additional Fine Arts and Humanities elective will need to be added to the program requirements in order to meet the Liberal Education requirement.

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. Pay particular attention to underlined courses which may have limited offerings (ie. once a year, term other than shown, alternating years, or not at your campus).

<p>Year 1, Fall ECON 1010 - Introduction to Microeconomics MGT 1500 - Fundamentals of Business MKTG 2020 - Marketing SOCI 1000 - <u>Introduction to Sociology</u> STAT 1770 - Introduction to Probability and Statistics</p> <p>Year 2, Fall ACCT 2400 - Management Accounting IMGT 3650 - Introduction to International Management MGT 2081 - Professional Communications Skills MGT 3031 - Managing Responsibly in a Global Environment PSYC/SOCI Elective²</p> <p>Year 3, Fall MKTG 3210 - Consumer Behaviour MKTG 3215 - <u>Introduction to Marketing Communications and Social Media</u> MKTG 3220 - <u>Marketing Research</u> Elective - 3000/4000 level Data Analytics Requirement⁴</p> <p>Year 4, Fall Marketing Elective⁵ Marketing Elective⁵ MGT 4090 - Management Policy and Strategy Elective - 3000/4000 level Elective - Open</p>	<p>Year 1, Spring ACCT 2100 - Introductory Accounting ECON 1012 - Introduction to Macroeconomics HRLR 2030 - Introduction to Organizational Behaviour PSYC 1000 - Basic Concepts of Psychology Writing Requirement¹</p> <p>Year 2, Spring FINC 3040 - Finance HRLR 3050 - Human Resource Management MGT 2070/ECON 2070 - Operations and Quantitative Management One of: <u>ECON 2900</u> or <u>STAT 2780</u> Indigenous Content Requirement³</p> <p>Year 3, Spring ECON 3030 - Managerial Economics Marketing Elective⁵ Elective - 3000/4000 level Elective - 3000/4000 level Elective - Fine Arts & Humanities</p> <p>Year 4, Spring Marketing Elective⁵ MKTG 4230 - <u>Marketing Management</u> Elective - 3000/4000 level Elective - Fine Arts & Humanities Elective - Open³</p>
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- Students who achieved a final grade of 80% or higher in AB high school English Language Arts 30-1 (or equivalent 5-credit course) or who have successfully completed a writing challenge test (see information found at www.ulethbridge.ca/dhillon/advising-faqs) must take a Fine Arts & Humanities course. All other students must complete Writing 1000 or English 1900.
- Students must complete one PSYC/SOCI Elective from the following: PSYC 2330, PSYC 2700, PSYC 2800, SOCI 2300, SOCI 2410, SOCI 2600, SOCI 2700/HLSC 2700, SOCI 3220, SOCI 3420. Some PSYC/SOCI Electives have prerequisites which may require taking courses extra to degree requirements.
- Students must complete one of the following Indigenous Content courses: Any course from the IGBM subject codes list, any course from the INDG subject codes list, Aboriginal Health 1000, Art History 3152, Blackfoot 1000, Blackfoot 2210, Cree 1000, Cree 2210, Liberal Education 1850 - Conversational Indigenization: Reconciling Reconciliation, or Political Science 3215. Students who take an Indigenous Content course that does not have a Fine Arts & Humanities designation must replace one open elective with a Fine Arts & Humanities.
- Students must complete one of the following Data Analytics courses: Accounting 3171, Management 3062, or Management 3622.
- Students must complete four Marketing Electives from the following: MKTG 3205, MKTG 3225, MKTG 3230, MKTG 3240, MKTG 3250, MKTG 3260, MKTG 3280, MKTG 3290, MKTG 3806, MKTG 3862, MKTG 4215, MKTG 4220. If students wish to further specialize, they may choose an optional concentration in Marketing Communications or Socially Responsible Marketing to replace the four Marketing Electives.

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 Statistics 1770; Economics 1010 and Economics 1012; Writing 1000 or English 1900; all Dhillon School of Business courses, including courses cross-listed with Dhillon School of Business courses (ACCT, AGEM, FINC, HRLR, IGBM, IMGT, MGT, and MKTG); and all courses in the major marked with an asterisk (*) in order to meet degree requirements.

Limit on Introductory-Level Courses

Not more than 12 courses 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.

Maximum Number of Activity Courses

Not more than six credits in Activity courses may be taken for credit towards the degree.

Time Limit for Degree

All degree requirements must be completed within 10 years after acceptance into the Dhillon School of Business.

Residence Requirement

Students must successfully complete at least 20 courses at the U of L, including 10 Dhillon School of Business courses at the 3000/4000 level.

Liberal Education List Requirement (Lib Ed Requirement)

12 Lib Ed courses are required as follows: 4 List I Fine Arts & Humanities; 4 List II Social Science; 4 List III Science. Lib Ed requirements not filled by core or major courses are specified above (e.g. Elective - Fine Arts & Humanities).

Only 4 courses from one discipline (e.g. ECON, MGT, MUSI) and only 4 courses from ABHL, ACCT, ADCS, AGEM, EDUC, FINC, HLSC, HRLR, IGBM, IMGT, MGT, MKTG, NURS, PUBH, or TREC may be counted toward the Lib Ed List Requirement. Cross-listed courses count toward both limits (e.g. MGT 2070/ECON 2070 counts as both a MGT and an ECON).

