



PROGRAM PLANNING GUIDE



Name: _____

ID:

Bachelor of Business Administration as a Second Degree

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: 2025/2026 - 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

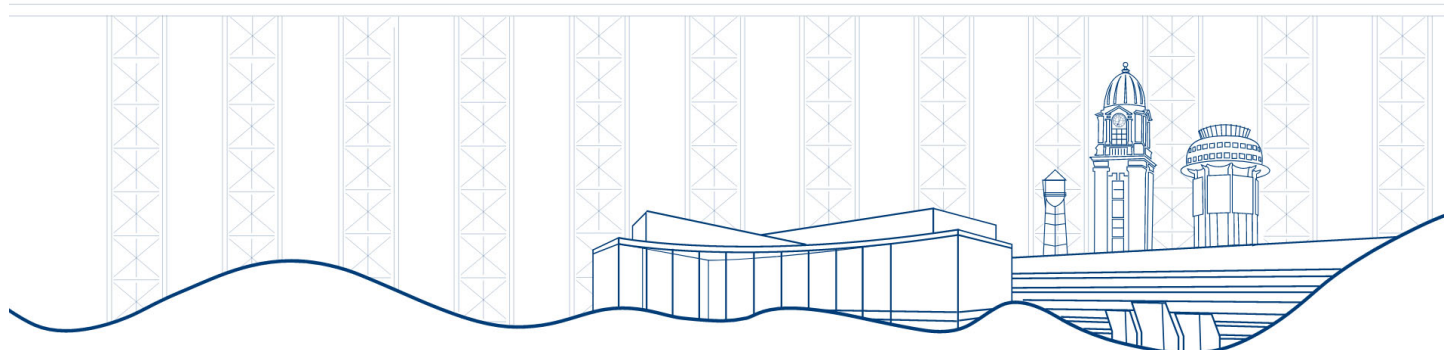
What supports are available to students?

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





PROGRAM REQUIREMENTS (2025/2026)

Required courses and notes

Name: _____

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Previous Degree: _____

Institution: _____

AGPA: _____

AWARDED: _____

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:

_____ A minimum grade of 'C-' is required in all Dhillon School of Business courses (ACCT, AGEM, 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.

_____ Successful completion of 15-25 courses (45.0-75.0 credit hours) with a cumulative and graduation grade point average (GPA) of at least 2.00. To determine graduation grade point averages, see **Dhillon School of Business, Graduation** in the 2025/2026 University of Lethbridge Calendar, www.ulethbridge.ca/ross/academic-calendar.

1. Courses completed as part of a first degree may be used to waive course requirements in the B.B.A. as a Second Degree, if they have been evaluated as a transfer equivalent (see www.uleth.ca/ross/ted). It is recommended that students submit course outlines for evaluation as soon as they have accepted their offer of admission, and no later than the last day of the student's first term. Please refer to the Academic Schedule to determine the last day of the term. For information on having courses evaluated, please refer to the Courses Not Previously Assessed section at www.ulethbridge.ca/ross/admissions/undergrad/transfer-credit.

Students who change majors may submit course outlines specific to courses in the new major for evaluation no later than the last day of the term the new program is in effect.

Students must continue to meet residency requirements after course waivers.

_____ 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 15 courses at the University of Lethbridge, including 10 Dhillon School of Business courses at the 3000/4000 level.

Core Requirements (15 Courses)

- _____ 1. Economics 1010 - Introduction to Microeconomics
- _____ 2. Economics 1012 - Introduction to Macroeconomics
- _____ 3. Statistics 1770 - Introduction to Probability and Statistics
- _____ 4. Marketing 2020 - Marketing
- _____ 5. Management 2070/Economics 2070 - Operations and Quantitative Management
- _____ 6. Accounting 2100 - Introductory Accounting
- _____ 7. Accounting 2400 - Management Accounting
- _____ 8. Management 3031 - Managing Responsibly in a Global Environment
- _____ 9. Finance 3040 - Finance
- _____ 10. Human Resources and Labour Relations 3050 - Human Resource Management
- _____ 11. Global Business 3650 - Introduction to Global Business
- _____ 12. Management 4090 - Management Policy and Strategy
- _____ 13. **One of:**

- _____ Management 3062 - Information Systems and Data Analytics
- _____ Accounting 3171 - Accounting Information Systems and Data Analytics
- _____ Management 3622 - Visual Analytics

_____ 14. **One of the following with Indigenous content:**

_____ 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 Art History (Series)
- _____ Blackfoot 1000 - Introductory Spoken Blackfoot Language
- _____ Blackfoot 2210 - Structure of the Blackfoot Language
- _____ Cree 2210 - Structure of the Plains Cree Language
- _____ Indigenous Health 1000 - Introduction to Indigenous Health
- _____ Liberal Education 1850 - Conversational Indigenous Reconciliation
- _____ ¹Political Science 3215 - Indigenous Peoples and Local Government in Canada

_____ 15. **One of:**

- _____ Management 2081 - Professional Communications Skills
- _____ Writing 1000 - Introduction to Academic Writing



Required courses and notes

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Major Requirements (10 Courses)

- _____ 16. Marketing 3210 - Consumer Behaviour
- _____ 17. Marketing 3215 - Introduction to Marketing Communications and Social Media
- _____ 18. Marketing 3220 - Marketing Research
- _____ 19. Marketing 4230 - Marketing Management
- _____ 20. Psychology 1010 - Introduction to Psychology A: Evolution, Mechanisms, and Cognition/Perception
- _____ 21. Sociology 1000 - Introduction to Sociology
- _____ 22. **One of:**
 - _____ Economics 2900 - Economics and Business Statistics
 - _____ Statistics 2780 - Statistical Inference
- _____ 23.-25. **Three 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

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 "Three of" requirement above with the courses in the chosen concentration, listed below. Note that completing a concentration will require a student to complete an extra course.

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 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

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
- _____ New Media 3250 - Media, Advertising, and Consumer Culture

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

First Year (Fall)

- Accounting 2100
- Economics 1010
- Marketing 2020
- Statistics 1770
- One of: Management 2081 or Writing 1000

First Year (Winter)

- Accounting 2400
- Economics 1012
- Psychology 1010
- Sociology 1000
- One of: Economics 2900 or Statistics 2780

Second Year (Fall)

- ¹ Marketing Elective
- Marketing 3210
- Marketing 3215
- Management 3031
- ² Indigenous Content Requirement

Second Year (Winter)

- ¹ Marketing Elective
- Marketing 3220
- Marketing 4230
- Finance 3040
- One of: Accounting 3171, Management 3062, or Management 3622

Third Year (Fall)

- ¹ Marketing Elective
- Global Business 3650
- Human Resources and Labour Relations 3050
- Management 2070/Economics 2070
- Management 4090

1. Refer to the 'Three of' list in the preceding major requirements. Students who choose an optional concentration will replace the 'Three of' requirement with courses in the chosen concentration. Note that completing a concentration will require a student to complete an extra course. See "Marketing Concentrations" section.
2. Refer to the list of Indigenous Content courses in the preceding core 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: _____



Name: _____

ID:

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

Winter Admission

First Year (Winter)

- Accounting 2100
- Economics 1010
- Marketing 2020
- Statistics 1770
- One of: Management 2081 or Writing 1000

First Year (Fall)

- Accounting 2400
- Economics 1012
- Marketing 3210
- Marketing 3215
- One of: Economics 2900 or Statistics 2780

Second Year (Winter)

- Marketing 3220
- Marketing 4230
- Management 3031
- One of: Psychology 1010 or Sociology 1000
- ¹ Indigenous Content Requirement

Second Year (Fall)

- ² Marketing Elective
- ² Marketing Elective
- Finance 3040
- Management 2070/Economics 2070
- One of: Psychology 1010 or Sociology 1000

Third Year (Winter)

- ² Marketing Elective
- Global Business 3650
- Human Resources and Labour Relations 3050
- Management 4090
- One of: Accounting 3171, Management 3062, or Management 3622

1. Refer to the list of Indigenous Content courses in the preceding core requirements.
2. Refer to the 'Three of' list in the preceding major requirements. Students who choose an optional concentration will replace the 'Three of' requirement with courses in the chosen concentration. Note that completing a concentration will require a student to complete an extra course. See "Marketing Concentrations" section.

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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: _____