



# PROGRAM PLANNING GUIDE



Name: \_\_\_\_\_

ID: 

## 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](http://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](http://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](http://www.ulethbridge.ca/ross/minors).

#### Am I admissible to this program?

**Admission:** [www.ulethbridge.ca/ross/admissions/undergrad](http://www.ulethbridge.ca/ross/admissions/undergrad)

**Transfer:** [www.ulethbridge.ca/ross/transfer-resources](http://www.ulethbridge.ca/ross/transfer-resources)

#### When/How do I apply to the University?

**Deadlines:** [www.ulethbridge.ca/ross/admissions/undergrad/deadlines](http://www.ulethbridge.ca/ross/admissions/undergrad/deadlines)

**Step-by-Step:** [www.ulethbridge.ca/ross/admissions/step-by-step](http://www.ulethbridge.ca/ross/admissions/step-by-step)

#### Where can I find information on courses?

**Course Catalogue:** [www.ulethbridge.ca/ross/courses](http://www.ulethbridge.ca/ross/courses)

**Registration Guide:** [www.ulethbridge.ca/ross/registration-guide](http://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](http://www.ulethbridge.ca/ross/registration-dates)

#### How can I enhance my program?

**Career Bridge:** [www.ulethbridge.ca/career-bridge](http://www.ulethbridge.ca/career-bridge)

**Honours Thesis:** [www.ulethbridge.ca/ross/undergraduate-thesis](http://www.ulethbridge.ca/ross/undergraduate-thesis)

**Student Professional Development:**

[www.ulethbridge.ca/dhillon/student-experience/student-professional-development](http://www.ulethbridge.ca/dhillon/student-experience/student-professional-development)

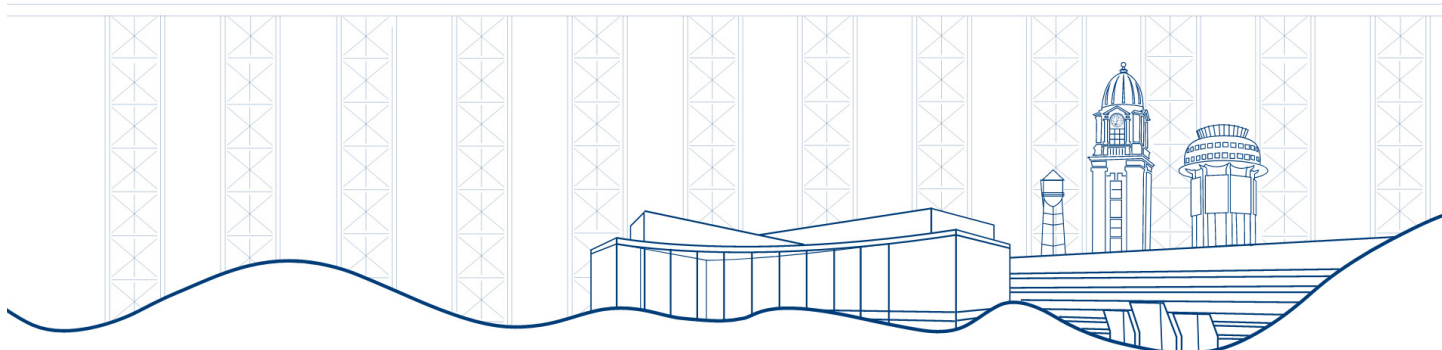
#### What supports are available to students?

**Student Services:** [www.ulethbridge.ca/campus-life/student-services](http://www.ulethbridge.ca/campus-life/student-services)

**Student Success Centre:** [www.ulethbridge.ca/student-success-centre](http://www.ulethbridge.ca/student-success-centre)

**Accessible Learning:** [www.ulethbridge.ca/ross/alc](http://www.ulethbridge.ca/ross/alc)

**Counselling Services:** [www.ulethbridge.ca/counselling](http://www.ulethbridge.ca/counselling)





# PROGRAM REQUIREMENTS (2025/2026)

## Required courses and notes

### Core Requirements (18 Courses)

- \_\_\_\_\_ 1. Economics 1010 - Introduction to Microeconomics
- \_\_\_\_\_ 2. Economics 1012 - Introduction to Macroeconomics
- \_\_\_\_\_ 3. Management 1500 - Fundamentals of Business
- \_\_\_\_\_ 4. Statistics 1770 - Introduction to Probability and Statistics
- \_\_\_\_\_ 5. Marketing 2020 - Marketing
- \_\_\_\_\_ 6. Human Resources and Labour Relations 2030 - Introduction to Organizational Behaviour
- \_\_\_\_\_ 7. Management 2070/Economics 2070 - Operations and Quantitative Management
- \_\_\_\_\_ 8. Management 2081 - Professional Communications Skills
- \_\_\_\_\_ 9. Accounting 2100 - Introductory Accounting
- \_\_\_\_\_ 10. Accounting 2400 - Management Accounting
- \_\_\_\_\_ 11. Management 3031 - Managing Responsibly in a Global Environment
- \_\_\_\_\_ 12. Finance 3040 - Finance
- \_\_\_\_\_ 13. Human Resources and Labour Relations 3050 - Human Resource Management
- \_\_\_\_\_ 14. Global Business 3650 - Introduction to Global Business
- \_\_\_\_\_ 15. Management 4090 - Management Policy and Strategy
- \_\_\_\_\_ 16. **One of:**
  - \_\_\_\_\_ Management 3062 - Information Systems and Data Analytics
  - \_\_\_\_\_ Accounting 3171 - Accounting Information Systems and Data Analytics
  - \_\_\_\_\_ Management 3622 - Visual Analytics
- \_\_\_\_\_ 17. **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 required in order to meet Liberal Education requirements.

- \_\_\_\_\_ 18. **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 Art History (Series)
  - \_\_\_\_\_ Blackfoot 1000 - Introductory Spoken Blackfoot
  - \_\_\_\_\_ 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 Indigenization: Reconciling Reconciliation
  - \_\_\_\_\_ <sup>1</sup> Political Science 3215 - Indigenous Peoples and Local Government in Canada

Name: \_\_\_\_\_

ID: \_\_\_\_\_

### Major Requirements (13 Courses)

- \_\_\_\_\_ 19. Marketing 3210 - Consumer Behaviour
- \_\_\_\_\_ 20. Marketing 3215 - Introduction to Marketing Communications and Social Media
- \_\_\_\_\_ 21. Marketing 3220 - Marketing Research
- \_\_\_\_\_ 22. Marketing 4230 - Marketing Management
- \_\_\_\_\_ 23. Economics 3030 - Managerial Economics
- \_\_\_\_\_ 24. Psychology 1010 - Introduction to Psychology A: Evolution, Mechanisms, and Cognition/Perception
- \_\_\_\_\_ 25. Sociology 1000 - Introduction to Sociology
- \_\_\_\_\_ 26. **One of:**
  - \_\_\_\_\_ Psychology 2330 - Learning and Cognition
  - \_\_\_\_\_ Psychology 2700 - Behaviour and Evolution
  - \_\_\_\_\_ 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
- \_\_\_\_\_ 27. **One of:**
  - \_\_\_\_\_ Economics 2900 - Economics and Business Statistics
  - \_\_\_\_\_ Statistics 2780 - Statistical Inference
- \_\_\_\_\_ 28.-31. **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

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

### Electives (9 Courses)

Minor courses may fill electives below where applicable.

- \_\_\_\_\_ 32.-36. Five 3000 or 4000-level electives (from any faculty/school)
  - \_\_\_\_\_ 32. \_\_\_\_\_
  - \_\_\_\_\_ 33. \_\_\_\_\_
  - \_\_\_\_\_ 34. \_\_\_\_\_
  - \_\_\_\_\_ 35. \_\_\_\_\_
  - \_\_\_\_\_ 36. \_\_\_\_\_
- \_\_\_\_\_ 37.-40. Four electives, which should be chosen to ensure completion of the Liberal Education List Requirement (see **School of Liberal Education** in the 2025/2026 University of Lethbridge Calendar, [www.ulethbridge.ca/ross/academic-calendar](http://www.ulethbridge.ca/ross/academic-calendar)); remaining electives are open to any faculty/school.
  - \_\_\_\_\_ 37. \_\_\_\_\_
  - \_\_\_\_\_ 38. \_\_\_\_\_
  - \_\_\_\_\_ 39. \_\_\_\_\_
  - \_\_\_\_\_ 40. \_\_\_\_\_



## Required courses and notes

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

**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
- \_\_\_\_\_ <sup>1</sup>New Media 2005 - Design Fundamentals for New Media
- \_\_\_\_\_ <sup>1</sup>New 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:**

- \_\_\_\_\_ <sup>2</sup>Marketing 3250 - Social Marketing
- \_\_\_\_\_ <sup>2</sup>Marketing 3260 - Not-for-Profit Marketing
- \_\_\_\_\_ <sup>2</sup>Marketing 3290 - Marketing and Society

**Two of:**

- \_\_\_\_\_ <sup>3</sup>Global 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
- \_\_\_\_\_ <sup>2</sup>Marketing 3250 - Social Marketing
- \_\_\_\_\_ <sup>2</sup>Marketing 3260 - Not-for-Profit Marketing
- \_\_\_\_\_ <sup>2</sup>Marketing 3290 - Marketing and Society
- \_\_\_\_\_ New Media 3250 - Media, Advertising, and Consumer Culture

#### Notes:

<sup>1</sup> 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.

<sup>2</sup> Students cannot use Marketing 3250, Marketing 3260, and Marketing 3290 to fulfill requirements from both "Two of:" lists.

<sup>3</sup> 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.

#### Optional Minor:

For information about minors see **Minors** in the 2025/2026 University of Lethbridge Calendar, [www.ulethbridge.ca/ross/academic-calendar](http://www.ulethbridge.ca/ross/academic-calendar).

Consult with an Academic Advisor if you wish to add a minor to your program.

Name: \_\_\_\_\_

ID: \_\_\_\_\_

### 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:

- \_\_\_\_\_ Successful completion of at least 40 courses (120.0 credit hours) with cumulative and graduation grade point averages 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](http://www.ulethbridge.ca/ross/academic-calendar).
- \_\_\_\_\_ 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.
- \_\_\_\_\_ All degree requirements must be completed within 10 years after acceptance into the Dhillon School of Business.
- \_\_\_\_\_ A maximum of 12 courses (36.0 credit hours) 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.
- \_\_\_\_\_ A maximum of 6.0 credit hours in Activity courses may be taken for credit towards the degree.
- \_\_\_\_\_ Completion of the Liberal Education List Requirement.
- \_\_\_\_\_ Residence Requirement: Students must successfully complete at least 20 courses at the University of Lethbridge, including 10 Dhillon School of Business courses at the 3000/4000 level.

### Liberal Education List Requirement

Only four courses (12.0 credit hours) in total may be counted from any one discipline toward the Lib Ed Requirement. Disciplines are identified by separate course subject codes. Cross-listed courses count toward the limit for both disciplines (e.g. IGBM 3250/INDG 3250 counts toward the limit for Dhillon School of Business courses and Indigenous Studies).

Only four courses (12.0 credit hours) in total from the Faculty of Education (EDUC), Faculty of Health Sciences (ADCS, HLSC, INHL, NURS, PUBH, and TREC), and the Dhillon School of Business (ACCT, AGEM, FINC, GLBU, HRLR, IGBM, MGT, and MKTG) may be counted towards the Lib Ed Requirement.

To determine if a course has a Liberal Education designation, see School of Liberal Education in the 2025/2026 University of Lethbridge Undergraduate Calendar, [www.ulethbridge.ca/ross/academic-calendar](http://www.ulethbridge.ca/ross/academic-calendar).

- \_\_\_\_\_ **1.-4. List I: Fine Arts and Humanities**
  - \_\_\_\_\_ 1. \_\_\_\_\_
  - \_\_\_\_\_ 2. \_\_\_\_\_
  - \_\_\_\_\_ 3. \_\_\_\_\_
  - \_\_\_\_\_ 4. \_\_\_\_\_
- \_\_\_\_\_ **5.-8. List II: Social Science**
  - \_\_\_\_\_ 5. \_\_\_\_\_
  - \_\_\_\_\_ 6. \_\_\_\_\_
  - \_\_\_\_\_ 7. \_\_\_\_\_
  - \_\_\_\_\_ 8. \_\_\_\_\_
- \_\_\_\_\_ **9.-12. List III: Science**
  - \_\_\_\_\_ 9. \_\_\_\_\_
  - \_\_\_\_\_ 10. \_\_\_\_\_
  - \_\_\_\_\_ 11. \_\_\_\_\_
  - \_\_\_\_\_ 12. \_\_\_\_\_



# RECOMMENDED SEQUENCING PLAN (2025/2026)

## Recommended Course Sequence

Name: \_\_\_\_\_

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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.**

### First Year

- Accounting 2100
- Economics 1010
- Economics 1012
- Human Resources and Labour Relations 2030
- Management 1500
- Marketing 2020
- Psychology 1010
- Sociology 1000
- Statistics 1770
- One of: Writing 1000 or English 1900

### Second Year

- Accounting 2400
- One of: Economics 2900 or Statistics 2780
- Economics 3030
- Human Resources and Labour Relations 3050
- Global Business 3650
- Management 2070/Economics 2070
- Management 2081
- <sup>1</sup> PSYC/SOCI Elective
- <sup>2</sup> Indigenous Content Requirement
- One of: Accounting 3171, Management 3062, or Management 3622

### Third Year

- <sup>3</sup> Marketing Elective
- Marketing 3210
- Marketing 3215
- Marketing 3220
- Finance 3040
- Management 3031
- Elective - 3000/4000 level
- Elective - 3000/4000 level
- Elective - 3000/4000 level
- Elective - Fine Arts & Humanities

### Fourth Year

- <sup>3</sup> Marketing Elective
- <sup>3</sup> Marketing Elective
- <sup>3</sup> Marketing Elective
- Marketing 4230
- Management 4090
- Elective - 3000/4000 level
- Elective - 3000/4000 level
- Elective - Fine Arts & Humanities
- Elective - Open
- <sup>2</sup> Elective - Open

1. Refer to the 'One of' list of Psychology or Sociology courses in the preceding major requirements.
2. Refer to the list of Indigenous Content courses in the preceding core requirements. Students who take an Indigenous Content course that does not have a Fine Arts and Humanities designation must replace one open elective with a Fine Arts and Humanities.
3. Refer to the 'Four of' list of marketing courses in the preceding major requirements. Students who choose an optional concentration will replace the 'Four of' requirement with courses in the chosen concentration. See the "Marketing Concentrations" section.

## Final Program Check

Request a Final Program Check at [www.ulethbridge.ca/dhillon/final-program-check](http://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)	
<input type="checkbox"/> will be met upon successful completion of _____ currently enrolled courses	<input type="checkbox"/> have been met
U of L GPA: _____	Grad GPA: _____ Co-op: _____ Honours Thesis: _____
Advisor: _____ Date: _____	Advisor: _____ Date: _____