



PROGRAM PLANNING GUIDE



Name: _____

ID:

Post-Diploma 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) 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.

This Program Planning Guide (PPG) must be customized based on your diploma transcripts. A customized PPG will be sent to your U of L email account following your acceptance to this program.

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

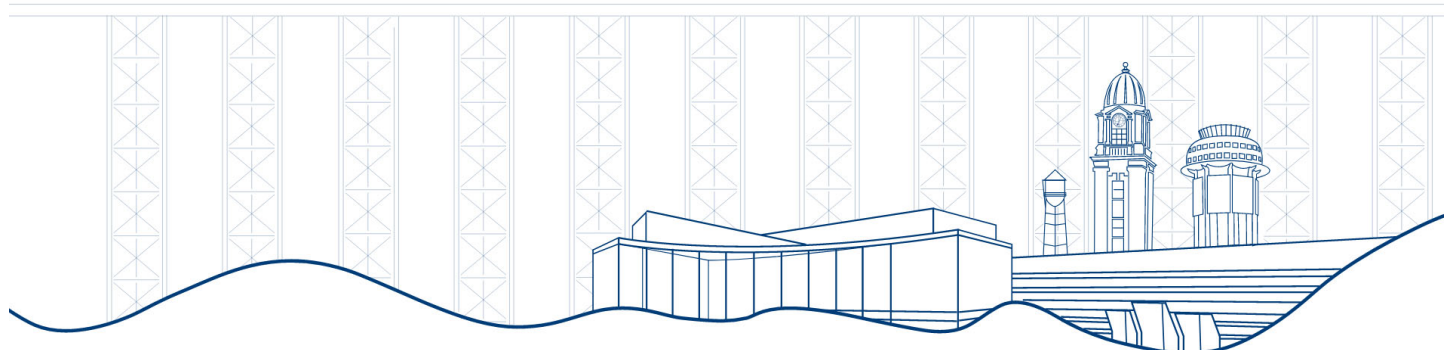
What supports are available to students?

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





Required courses and notes

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Core Requirements (9 Courses)

- _____ 1. Statistics 1770 - Introduction to Probability and Statistics
- _____ 2. Management 2070/Economics 2070 - Operations and Quantitative Management
- _____ 3. Management 3031 - Managing Responsibly in a Global Environment
- _____ 4. Human Resources and Labour Relations 3050 - Human Resource Management
- _____ 5. Global Business 3650 - Introduction to Global Business
- _____ 6. Management 4090 - Management Policy and Strategy
- _____ 7. **One of:**
 - _____ Management 3062 - Information Systems and Data Analytics
 - _____ Accounting 3171 - Accounting Information Systems and Data Analytics
 - _____ Management 3622 - Visual Analytics
- _____ 8. **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 needed extra to degree in order to meet Liberal Education requirements.

- _____ 9. **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
 - _____ ¹ Political Science 3215 - Indigenous Peoples and Local Government in Canada

Major Requirements (9 Courses)

- _____ 10. Marketing 3210 - Consumer Behaviour
- _____ 11. Marketing 3215 - Introduction to Marketing Communications and Social Media
- _____ 12. Marketing 3220 - Marketing Research
- _____ 13. Marketing 4230 - Marketing Management
- _____ 14. Psychology 1010 - Introduction to Psychology A: Evolution, Mechanisms, and Cognition/Perception
- _____ 15. Sociology 1000 - Introduction to Sociology
- _____ 16.-17. **Two of (Marketing Elective):**
 - _____ 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
- _____ 18. **One of:**
 - _____ Economics 2900 - Economics and Business Statistics
 - _____ Statistics 2780 - Statistical Inference

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

Electives (2 Courses)

Minor courses may fill electives below where applicable.

- _____ 19.-20. Two Fine Arts and Humanities electives 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)
- _____ 19. _____
- _____ 20. _____

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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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 'Two of (Marketing Elective)' requirement in the Major Requirements with the courses in the chosen concentration, listed below. Note that completing a concentration may require a student to complete extra courses.

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
- _____ 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)
- _____ ³Management 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.



Required courses and notes

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Modified Liberal Education 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.

- _____ **1.-4. List I: Fine Arts and Humanities**
 - _____ 1. _____
 - _____ 2. _____
 - _____ 3. _____
 - _____ 4. _____

- _____ **5.-6. List II: Social Science**
 - _____ 5. _____
 - _____ 6. _____

- _____ **7.-8. List III: Science**
 - _____ 7. _____
 - _____ 8. _____

- _____ **9.-10. Any List**
 - _____ 9. _____
 - _____ 10. _____

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 20 courses (60.0 credit hours) with cumulate 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.

- _____ 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. Students who take Economics 1010 and/or Economics 1012 as part of their degree requirements must achieve a minimum grade of 'C-'.

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

- _____ Completion of a Modified Liberal Education List Requirement consisting of four courses (12.0 credit hours) from List I, two courses (6.0 credit hours) from each of List II and List III, and two additional courses (6.0 credit hours) from any list.

- _____ Residence Requirement: Students must successfully complete at least 20 courses at the University of Lethbridge.

Optional Minor: _____

For information about minors see **Minors** in the 2025/2026 University of Lethbridge Calendar, www.ulethbridge.ca/ross/academic-calendar. Consult with an Academic Advisor if you wish to add a minor to your program.

Diploma Courses

Students admitted to the Post-Diploma B.B.A. program cannot receive credit for courses at the U of L for which they have equivalent credit in their diplomas. See U of L's Transfer Equivalency Database (www.ulethbridge.ca/ross/ted). Substitute (SUB) courses will be assigned by DSB to replace courses for which they have equivalent credit. Diploma courses that satisfy the Post-Diploma B.B.A. course requirements must meet minimum grade requirements. Courses may also have a minimum grade requirements for prerequisite purposes. Equivalent courses are listed below on your customized PPG.

Where a diploma does not provide appropriate background for the B.B.A. major chosen, students will be assigned additional courses. The Marketing major requires the following equivalents: Accounting 2100, Accounting 2400, Economics 1010, Economics 1012, Finance 3040, Marketing 2020. Additional courses will be substituted (SUB) for required equivalent courses by DSB where possible. Otherwise, they may be extra. Additional courses are listed below on your customized PPG.

Equivalent Courses (Do NOT take these courses at the U of L)	Additional Courses (You MUST take these courses at the U of L)



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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

Third Year (Fall)

- Human Resources and Labour Relations 3050
- Global Business 3650
- One of: Psychology 1010 or Sociology 1000
- Statistics 1770
- One of: Writing 1000 or English 1900

Third Year (Winter)

- ¹ Marketing Elective
- Management 3031
- One of: Psychology 1010 or Sociology 1000
- One of: Economics 2900 or Statistics 2780
- Elective - Fine Arts & Humanities

Fourth Year (Fall)

- ¹ Marketing Elective
- Marketing 3210
- Marketing 3215
- One of: Accounting 3171, Management 3062, or Management 3622
- ² Indigenous Content Requirement

Fourth Year (Winter)

- Marketing 3220
- Marketing 4230
- Management 2070/Economics 2070
- Management 4090
- Elective - Fine Arts & Humanities

1. Refer to the "Two of" list in the preceding major requirements. Students who choose a concentration will replace the "Two of" requirement with courses in the chosen concentration. Note that completing a concentration may require a student to complete extra courses. See the "Marketing Concentrations" section.
2. Refer to the list of Indigenous Content courses in the preceding core requirements. Students should take an Indigenous content course with a Fine Arts and Humanities designation otherwise they will have an extra course to complete program 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: _____



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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.

Winter Admission

Third Year (Winter)

- Human Resources and Labour Relations 3050
- Global Business 3650
- One of: Psychology 1010 or Sociology 1000
- Statistics 1770
- ¹One of: Writing 1000 or English 1900

Third Year (Fall)

- ²Marketing Elective
- Marketing 3210
- Marketing 3215
- One of: Psychology 1010 or Sociology 1000
- One of: Economics 2900 or Statistics 2780

Fourth Year (Winter)

- ²Marketing Elective
- Marketing 3220
- Marketing 4230
- Management 3031
- ³Indigenous Content Requirement

Fourth Year (Fall)

- Management 2070/Economics 2070
- Management 4090
- Elective - Fine Arts & Humanities
- Elective - Fine Arts & Humanities
- One of: Accounting 3171, Management 3062, or Management 3622

1. Students who have 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 the writing challenge test (see www.ulethbridge.ca/dhillon/advising-faqs) may request to substitute a Fine Arts and Humanities Liberal Education List Requirement for Writing 1000 or English 1900. Contact your DSB Advisor.
2. Refer to the 'Two of' list in the preceding major requirements. Students who choose a concentration will replace the 'Two of' requirement with courses in the chosen concentration. Note that completing a concentration may require a student to complete extra courses. See the "Marketing Concentrations" section.
3. Refer to the list of Indigenous Content courses in the preceding core requirements. Students should take an Indigenous content course with a Fine Arts and Humanities designation otherwise they will have an extra course to complete program requirements.

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Program requirements with _____ (majors, minors, concentrations)

will be met upon successful completion of _____ currently enrolled courses

have been met

U of L GPA: _____ Grad GPA: _____ Co-op: _____ Honours Thesis: _____

Advisor: _____ Date: _____

Advisor: _____ Date: _____