Bachelor of Commerce Program Plan
2019/20 – Marketing Major

It is the responsibility of the student to ensure that all graduation requirements are met. Please ensure that you have the necessary prerequisites before enrolling in a course. Prerequisites are listed under the course descriptions found in both the MacEwan University Academic Calendar and the Bachelor of Commerce website: MacEwan.ca/BCom.

It is important to consult with a School of Business Advisor for assistance with your academic planning. The Advisory Services office is located in Room 5-238, City Centre Campus. Telephone: (780) 497-5162 E-mail: bcom@macewan.ca Web: MacEwan.ca/BCom

**Non Business Requirements (18 Credits)**
- □ ECON 101
- □ ECON 102
- □ ENGL 102
- □ ENGL: 3 credits, not including ENGL 111 or 108
- □ PROW 210

**One of □ FNCE 113 □ MATH 114 □ MATH 120**

**Business Core Requirements (39 Credits)**
- □ ACCT 311
- □ ACCT 322
- □ MSYS 200
- □ BUSN 201
- □ LEGL 210
- □ MARK 301
- □ MGTS 103
- □ MGTS 312
- □ MGTS 352
- □ ORGA 201
- □ ORGA 316
- □ FNCE 301

**MAJOR □ □ MAJOR / Minor □ Double MAJOR □ □ MAJOR / Double Minor □**

**MARKETING MAJOR Requirements (21 Credits)**

**Core Requirements of Major (15 credits)**
- □ MARK 310 Consumer Behaviour
- □ MARK 314 Marketing Metrics
- □ MARK 440 Strategic Marketing

**Option Requirements – Two Required Option Courses (6 credits) (Not all options may be offered every year.)**
- □ MARK 324 Marketing and Leasing
- □ MARK 416 Business to Business Marketing
- □ MARK 420 Product Management
- □ MARK 497 Special Topics in Marketing

**Capstone Course (Intended to be done in final year)**
- □ BUSN 450 Strategic Management
  Prerequisites: ACCT 322, FNCE 301, MARK 301, ORGA 316 & MGTS 352

**ELECTIVE Requirements (42 Credits)**

**Students are allowed a maximum of seven (7) 3-credit electives at the 100 level**

**Non-Business Electives (21 credits)**

- □
- □
- □
- □
- □
- □
- □

**Open Electives (15 credits)**

- □
- □
- □
- □
- □

**Business Electives (6 credits)**

- □

I have met with my advisor and understand the course requirements to earn my Bachelor of Commerce degree.

Student signature: __________________________

Updated: December 2018
Prerequisites - Students are responsible for ensuring they meet the prerequisite and/or co-requisite requirements and should review course descriptions in the MacEwan University Academic Calendar and their grades as posted to myStudentSystem to ensure they have met course requirements. See: macewan.ca/bcom>>Academics>>Program of Study then click through course titles.

Core and Major Requirements – The Bachelor of Commerce program consists of 120 non-duplicative credits. The core program requirements include 57 credits, comprised of 39 business credits and 18 non-business credits. Each major includes 21-33 credits of specific coursework requirements.

Declaration of Majors and Minors – Students are required to declare a major upon completion of 60 credits and by published deadlines. As completion of one major is a graduation requirement, students are strongly encouraged to consult with a School of Business Advisor prior to declaration of their major. If students change their major following their declaration, additional coursework may be necessary to fulfill the requirements of the new major.

Students have the option of completing a second major from existing majors in Commerce, or one or two minors, provided they can satisfy their requirements for business, non-business, and open electives with that same coursework. Minors are comprised of 15 senior-level credits and are not a graduation requirement. Only one minor from outside the School of Business is permitted.

Depending on the courses or specializations in which a student chooses to enroll, meeting the requirements of a double major may require the completion of more than 120 credits. Students have the option of completing a second major from existing majors in Commerce, or one or two minors as available, provided they satisfy all requirements for business, non-business and open electives with that same coursework. Minors are comprised of 15 senior-level credits and are not a graduation requirement. Depending on the courses or specialization in which the student chooses to enroll, meeting the requirements of a double-major may require the completion of more than 120 credits.

Electives and Options – The Bachelor of Commerce program has specific requirements for elective and option credits. The four categories are:

1. Options: a choice of courses from a specific list in the requirements for some majors.
2. Business Electives: a choice of any baccalaureate-level course from the School of Business which is not a required core or major course in the student’s primary major. Students may use business electives to meet minor or second major requirements.
3. Non-Business Electives: a choice of any baccalaureate-level course outside the School of Business which is not a required core or major course in the student’s chosen major. Students may use non-business electives to meet minor requirements inside and outside the School of Business.
4. Open Electives: a choice of any baccalaureate-level course which is not a required core or major course in the student’s primary major. Students may use open electives to meet minor or second major requirements.

Maximum 100-level courses – A maximum of 39 credits at the 100-level are permitted in the completion of the Bachelor of Commerce degree. Additional credits at the 100-level will be declared extra to the degree. The required 100-level language credits for students in the International Business major are exempt from this limit.

Cooperative Education - Streams are available in each of the majors. Students may express their interest by submitting an application in order to be considered. Refer to information on the Bachelor of Commerce web page.

Academic Residency – Students must complete a minimum of 60 credits toward their degree at MacEwan University to meet Academic Residency requirements; those 60 credits must include a minimum of 12 credits in a major with 6 of those completed at the 400 level. Transfer credit over 60 credits will be declared extra to the degree and will not be used to meet degree completion requirements. (Graduation Policy, C2100)

Special Permissions – Students considering taking courses at another institution or more than the maximum course load per term should review the criteria for special permissions that are found at MacEwan.ca/BCom>>Academics>>Program Planning

Check Your Transfer Credit – It is important to know how courses you have completed at another institution may work toward degree requirements. Visit MacEwan.ca/BCom>>Academics>>Program Planning >>Check your transfer credit or set an appointment with a School of Business Advisor.

Graduation – Students must present a Graduation grade point average (GGPA) of 2.0 or higher. (Graduation Policy C2100)

Program Time Limits – The period of time permitted for completion of a Baccalaureate degree is 10 years. (Program Time Limits Policy C2075). Active student status must be maintained through enrolment in every 12 months.

E-mail – The Program communicates to students through a weekly newsletter. It’s Your Business, sent to students’ MacEwan e-mail account. Students are responsible for reading their e-mail (Student Rights and Responsibilities Policy E3101).

It is the student's responsibility to read the full institutional and degree regulations in the university Academic Calendar. While this program plan and notes provide an overview of some degree regulations, they are not comprehensive. Not all courses listed are offered every term, delivery formats vary, and course offerings are subject to change.