ERSPE2380 Marketing Specialist Program Map (BCom)

First Year

- **MAT133Y5** Calculus and Linear Algebra for Commerce (63% min.)
  - OR
  - **MAT135H5** Differential Calculus & **MAT136H5** Integral Calculus (63% min. in each course)

- **ECO101H5** Principles of Microeconomics and **ECO102H5** Principles of Macroeconomics (63% min. in each course)

- **MGM101H5** Introduction to Management Functions (63% min.)

- **MGT120H5** Introduction to Financial Accounting (63% min.)

- 1.0 Humanities Credit
  - Recommended: **CCT109H5 & CCT110H5**

Second Year

- **ECO204Y5** Microeconomic Theory and Applications (for Commerce)
  - Prerequisites: **ECO101H5** (63%) and **ECO102H5** (63%)
  - OR
  - **ECO200Y5** Microeconomic Theory
    - Prerequisite: **ECO101H5** (63%) and **ECO102H5** (63%)
  - OR
  - **ECO206Y5** Microeconomic Theory
    - Prerequisite: **ECO101H5** (70%), **ECO102H5** (70%), and either **MAT133Y5** (60%), **MAT135H5** (63%), **MAT136H5** (63%), or **MAT137Y5** (60%)

- **ECO220Y5** Introduction to Data Analysis and Applied Econometrics
  - Prerequisite: **ECO101H5** (63%) and **ECO102H5** (63%) or equivalent, and **MAT133Y5** (63%) or equivalent
  - OR
  - **ECO227Y5** Foundations of Econometrics
    - Prerequisite: **ECO101H5** (70%), **ECO102H5** (70%), and **MAT133Y5** (80%) or equivalent
  - OR
  - **STA256H5** Probability and Statistics I & **STA258H5** Statistics with Applied Probability
    - Prerequisite: **STA256** (MAT134H5 or MAT136H5 or MAT134Y5 or MAT135Y5 or MAT137Y5 or MAT138Y5 or MAT138Y5 or 65%+ in MAT133Y5, MAT135Y5 or MAT138Y5, or **STA258** STA256H5
    - OR
  - **STA256H5** Probability and Statistics I & **STA260H5** Probability and Statistics II
    - Prerequisite: **STA256** (MAT134H5 or MAT136H5 or MAT134Y5 or MAT135Y5 or MAT137Y5 or MAT138Y5 or 65%+ in MAT133Y5 or **STA258** STA256H5 or **ECO227Y5**

- **MGT220H5** Intermediate Accounting I
  - Prerequisite: “C” in **MGT120H**

- **MGT231H5** Business Finance I

- **MGT232H5** Business Finance II
  - Prerequisites: **MGT231H5**

- 0.5 Degree Elective
  - Recommended: **MGT262H5** Psychology at Work from elective bucket (see third year), register in 2nd year

Disclaimer: This is a recommended program path. Please refer to the Academic Calendar for up-to-date program requirements and prerequisites. This is subject to change at any time and is based on course availability and program changes. Based on 2022-23 Academic Calendar. Last updated: June 2022
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0.5 credit in ECO at 300/400 level

MGT353H5 Introduction to Marketing Management
Prerequisite: MGT252H5 or MGM252H5

0.5 Degree Elective
Recommended: upper year ECO

0.5 Credit in ECO at 300/400 level

0.5 Degree Elective

0.5 Degree Elective

Select 1.0 credits from the following list
MGT262H5 Psychology at Work
MGT363H5 Designing Effective Organizations
MGT371H5 Business Technology Management
MGT374H5 Operations Management
Prerequisite: ECO220Y5 or MGT218H5 or (STA256H5 and STA258H5/STA260H5)
MGT393H5 Legal Environment of Business I

ECO209Y5 Macroeconomic Theory and Policy
Prerequisite: ECO101H5 (63%) & ECO102H5 (63%)

OR

ECO208Y5 Macroeconomic Theory
Prerequisite: ECO101H5 (70%) and ECO102H5 (70%) and MAT133Y5 (80%) or equivalent

OR

Only in Summer
ECO202Y5 Macroeconomic Theory and Policy
Prerequisite: ECO101H5 (63%) & ECO102H5 (63%)

0.5 Degree Elective

MGT453H5 Marketing Research
Prerequisite: MGT353H5 and (MGT218H5 or ECO220Y5 or ECO227Y5 or (STA256H5 and STA258H5/STA260H5))

0.5 credit in ECO at 300/400 level

MGT455H5 Marketing Consulting: Models for Analysis
Prerequisite: MGT252H5 or MGM252H5 and MGT218H5/ECO220Y5/STA221H5

0.5 credit in ECO at 300/400 level

MG457H5 Business to Business Marketing
Prerequisite: MGT353H5

MG458H5 Big Data and Marketing Analysis
Prerequisite: 1.0 credit at the 300/400 level (MGT or MGM)

MG459H5 Consumer Behaviour
Prerequisite: MGT252H5

MG460H5 Pricing
Prerequisite: MGT252H5

MG461H5 Digital Marketing
Prerequisite: MGT252H5

MG462H5 Marketing Ethics
Prerequisite: MGT353H5

MG463H5 Business to Business Marketing
Prerequisite: MGT353H5

MG464H5 Big Data and Marketing Analysis
Prerequisite: 1.0 credit at the 300/400 level (MGT or MGM)

CCT260H5 Web Culture and Design
Prerequisite: CCT109H5 and CCT110H5

CCT302H5 Developing and Managing Communication Campaigns and Projects
Prerequisite: A minimum of 8.0 credits.

CCT356H5 Online Advertising and Marketing
Prerequisite: CCT260H5

CCT456H5 Analysis and Visualization of Open Data
Prerequisite: CCT356H5

GGR252H5 Retail Geography
Prerequisite: 4.0 credits

Fourth Year

Select 2.0 credits from the following list
200 or 300 level courses should be taken in third year