

ERSPE2380 Marketing Specialist Program Map (BCom)

First Year

<p>MAT133Y5 Calculus and Linear Algebra for Commerce (63% min.)</p> <p style="text-align: center;">OR</p> <p>MAT135H5 Differential Calculus & MAT136H5 Integral Calculus (63% min. in each course)</p>	<p>ECO101H5 Principles of Microeconomics and ECO102H5 Principles of Macroeconomics (63% min. in each course)</p> <p style="text-align: center;">OR</p> <p>ECO100Y5 Introduction to Economics (63% min.)</p>	<p>MGM101H5 Introduction to Management Functions (63% min.)</p>	<p>1.0 Humanities Credit</p> <p>(Recommended)</p>	<p>1.0 Elective Credit</p> <p><i>Recommended: CCT109H5 & CCT110H5</i></p>
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Second Year

<p>*ECO204Y5 Microeconomic Theory and Applications (for Commerce and Management)</p> <p style="text-align: center;">OR</p> <p>Only in Summer *ECO200Y5 Microeconomic Theory</p> <p style="text-align: center;">OR</p> <p>*ECO206Y5 Microeconomic Theory</p>	<p>*ECO220Y5 Introduction to Data Analysis and Applied Econometrics</p> <p style="text-align: center;">OR</p> <p>*ECO227Y5 Foundations of Econometrics</p> <p style="text-align: center;">OR</p> <p>*STA256H5 Probability and Statistics I & STA258H5 Statistics with Applied Probability</p> <p style="text-align: center;">OR</p> <p>*STA256H5 Probability and Statistics I & STA260H5 Probability and Statistics II</p>	<p>*MGT220H5 Intermediate Accounting I</p>	<p>MGT231H5 Business Finance I</p>	<p>MGT201H5 Coding for Business</p>
		<p>*MGT223H5 Managerial Accounting I</p>	<p>*MGT232H5 Business Finance II</p>	<p>MGT252H5 Principles of Marketing</p>

***Prerequisites needed as listed in the Academic Calendar**

Disclaimer: This is a recommended program path. Please refer to the Academic Calendar and Timetable for up-to-date program and prerequisite requirements. This is subject to change at any time and is based on course availability and program changes. Please refer to the program map for the year in which you were admitted to your Subject POST.

Based on 2023/2024 Academic Calendar. Last updated: August 2023.



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Third Year

<p>*ECO209Y5 Macroeconomic Theory and Policy</p> <p style="text-align: center;">OR</p> <p style="text-align: center;">Only in Summer</p> <p>*ECO202Y5 Macroeconomic Theory and Policy</p> <p style="text-align: center;">OR</p> <p>*ECO208Y5 Macroeconomic Theory</p>	<p style="text-align: center;">0.5 Degree Elective</p> <p style="text-align: center;"><i>Recommended: upper year ECO</i></p>	<p>*MGT450H5 Digital Marketing</p> <p style="text-align: center;">OR</p> <p>*MGT451H5 Business Strategy for the Digital Economy</p>	<p style="text-align: center;">0.5 Credit in ECO at 300/400 level</p>	<p style="text-align: right; color: #E67E22;">Select 0.5 credits from the following list</p> <div style="border: 1px solid #00AEEF; padding: 5px; margin-bottom: 5px;">MGT262H5 Psychology at Work</div> <div style="border: 1px solid #00AEEF; padding: 5px; margin-bottom: 5px;">MGT363H5 Designing Effective Organizations</div> <div style="border: 1px solid #00AEEF; padding: 5px; margin-bottom: 5px;">MGT371H5 Business Technology Management</div> <div style="border: 1px solid #00AEEF; padding: 5px; margin-bottom: 5px;">*MGT374H5 Operations Management</div> <div style="border: 1px solid #00AEEF; padding: 5px;">MGT393H5 Legal Environment of Business I</div>
<p>*MGT353H5 Introduction to Marketing Management</p>	<p style="text-align: center;">0.5 Degree Elective</p>	<p>*MGT301H5 Coding and Data Management for Business Analytics</p>		

Fourth Year

Select 2.0 credits from the following list
-Courses cannot be double counted

<p>*MGT452H5 Marketing and Behavioural Economics</p>	<p>*MGT455H5 Marketing Consulting: Models for Analysis</p>	<p style="text-align: center;">0.5 credit in ECO at 300/400 level</p>	<p>*MGT354H5 Consumer Behaviour</p>	<p>*CCT302H5 Developing and Managing Communication Campaigns and Projects.</p>
			<p>*MGT355H5 Pricing</p>	
			<p>*MGT450H5 Digital Marketing</p>	<p>*CCT356H5 Online Advertising and Marketing</p>
			<p>*MGT373H5 Predictive Analytics</p>	
<p>*MGT453H5 Marketing Research</p>	<p style="text-align: center;">0.5 credit in ECO at 300/400 level</p>	<p style="text-align: center;">0.5 credit in ECO at 300/400 level</p>	<p>*MGT451H5 Business Strategy for the Digital Economy</p>	<p>*CCT456H5 Analysis and Visualization of Open Data</p>
			<p>*MGT458H5 Big Data and Marketing Analysis</p>	
			<p>*CCT260H5 Web Development and Design I</p>	<p>*GGR252H5 Retail Geography</p>