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)

OR
ECO100Y5
Introduction to Economics
(63% min.)

MGM101H5
Introduction to Management Functions
(63% min.)

MGT120H5
Introduction to Financial Accounting
(63% min.)

1.0 Humanities Credit

(Recommended)

1.0 Elective Credit

Recommended: CCT109H5 & CCT110H5

Second Year

*ECO204Y5
Microeconomic Theory and Applications (for Commerce and Management)

OR

Only in Summer
*ECO200Y5
Microeconomic Theory

OR

*ECO206Y5
Microeconomic Theory

*ECO220Y5 Introduction to Data Analysis and Applied Econometrics

OR

*ECO227Y5 Foundations of Econometrics

OR

*STA256H5 Probability and Statistics I & STA258H5 Statistics with Applied Probability

OR

*STA256H5 Probability and Statistics I & STA260H5 Probability and Statistics II

*MGT220H5
Intermediate Accounting I

MGT231H5
Business Finance I

MGT201H5
Coding for Business

*MGT223H5
Managerial Accounting I

*MGT232H5
Business Finance II

MGT252H5
Principles of Marketing

***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 2024/2025 Academic Calendar. Last updated: July 2024.

Management
UNIVERSITY OF TORONTO
MISSISSAUGA

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Third Year

*ECO209Y5 Macroeconomic Theory and Policy

OR

Only in Summer
*ECO202Y5 Macroeconomic Theory and Policy

OR

*ECO208Y5 Macroeconomic Theory

*MGT353H5 Introduction to Marketing Management

*MGT301H5 Coding and Data Management for Business Analytics

0.5 Credit in ECO at 300/400 level

0.5 Degree Elective

0.5 Degree Elective

0.5 Degree Elective

Select 0.5 credits from the following list

- MGT262H5 Psychology at Work
- MGT363H5 Designing Effective Organizations
- MGT371H5 Business Technology Management
- *MGT374H5 Operations Management
- MGT393H5 Legal Environment of Business I

Fourth Year

*MGT450H5 Digital Marketing
OR
*MGT451H5 Business Strategy for the Digital Economy

*MGT453H5 Marketing Research

*MGT455H5 Marketing Consulting: Models for Analysis

0.5 credit in ECO at 300/400 level

0.5 credit in ECO at 300/400 level

0.5 credit in ECO at 300/400 level

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

- *MGT341H5 Financial Modeling and Data Analytics
- *MGT354H5 Consumer Behaviour
- *MGT355H5 Pricing
- *MGT373H5 Predictive Analytics
- *MGT450H5 Digital Marketing
- *MGT451H5 Business Strategy for the Digital Economy
- *MGT452 Marketing and Behavioural Economics
- *MGT458H5 Big Data and Marketing Analysis
- *CCT260H5 Web Development and Design I
- *CCT302H5 Developing and Managing Communication Campaigns and Projects.
- *CCT356H5 Online Advertising and Marketing
- *CCT456H5 Analysis and Visualization of Open Data
- *GGR252H5 Retail Geography