

ERSPE2380 Marketing Specialist Program Map (BCom)

First Year

MAT135H5 Differential Calculus & MAT136H5 Integral Calculus (50% min. in each course) OR MAT133Y5 Calculus and Linear Algebra for Commerce (63% min.)	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)	1.0 Elective Credit <i>Recommended: CCT109H5 & CCT110H5</i>
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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 *MGT223H5 Managerial Accounting I	MGT231H5 Business Finance I *MGT232H5 Business Finance II	MGT201H5 Coding for Business MGT252H5 Principles of Marketing
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***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 2026/2027 Academic Calendar. Last updated: March 2026.

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Third Year

<p>*ECO209Y5 Macroeconomic Theory and Policy</p> <p>OR</p> <p>Only in Summer *ECO202Y5 Macroeconomic Theory and Policy</p> <p>OR</p> <p>*ECO208Y5 Macroeconomic Theory</p>	<p>*MGT353H5 Introduction to Marketing Management</p>	<p>*ECO372H5 Data Analysis and Applied Econometrics in Practice</p>	<p>0.5 Credit in ECO at 300/400 level</p>	<p>Select 0.5 credits from the following list</p> <p>MGT262H5 Psychology at Work</p> <p>MGT363H5 Designing Effective Organizations</p> <p>MGT371H5 Business Technology Management</p> <p>*MGT374H5 Operations Management</p> <p>MGT393H5 Legal Environment of Business I</p>
	<p>*MGT301H5 Coding and Data Management for Business Analytics</p>	<p>0.5 Degree Elective</p>	<p>0.5 Degree Elective</p>	

Fourth Year

<p>*MGT450H5 Digital Marketing</p> <p>OR</p> <p>*MGT451H5 Business Strategy for the Digital Economy</p>	<p>*MGT455H5 Marketing Consulting: Models for Analysis</p>	<p>0.5 credit in ECO at 300/400 level</p>	<p>Select 2.0 credits from the following list -Courses cannot be double counted</p>	
			<p>*MGT341H5 Financial Modeling and Data Analytics</p>	<p>*MGT354H5 Consumer Behaviour</p>
			<p>*MGT355H5 Pricing</p>	<p>*MGT373H5 Machine Learning a Hands on Introduction</p>
<p>*MGT453H5 Marketing Research</p>	<p>0.5 credit in ECO at 300/400 level</p>	<p>0.5 Degree Elective</p>	<p>*MGT450H5 Digital Marketing</p>	<p>MGT4596H5 Branding*</p>
			<p>*MGT451H5 Business Strategy for the Digital Economy</p>	<p>*CCT260H5 Web Development and Design I</p>
			<p>*MGT452 Marketing and Behavioural Economics</p>	<p>*CCT302H5 Developing and Managing Communication Campaigns and Projects.</p>
			<p>*CCT356H5 Online Advertising and Marketing</p>	<p>*GGR252H5 Retail Geography</p>

*Prerequisites needed as listed in the Academic Calendar
Disclaimer: Please see above. Updated: March 2026