**ERSPE2380 Marketing Specialist Program Map (BCom)**

### First Year

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisites</th>
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</thead>
<tbody>
<tr>
<td>MAT133Y5</td>
<td>Calculus and Linear Algebra for Commerce (63% min.)</td>
<td></td>
</tr>
<tr>
<td>OR</td>
<td>MAT135H5</td>
<td>Differential Calculus &amp; MAT136H5 Integral Calculus (63% min. in each course)</td>
</tr>
<tr>
<td>ECO100Y5</td>
<td>Introduction to Economics (63% min.)</td>
<td>OR ECO101H5 Principles of Microeconomics &amp; ECO102H5 Principles of Macroeconomics (63% min. in each course)</td>
</tr>
<tr>
<td>MGM101H5</td>
<td>Introduction to Management Functions (63% min.)</td>
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<tr>
<td>MGT120H5</td>
<td>Introduction to Financial Accounting (63% min.)</td>
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<tr>
<td>1.0 Humanities Credit</td>
<td>Recommend: CET109H5 &amp; CET110H5</td>
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<tr>
<td>1.0 Elective</td>
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### Second Year

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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>ECO204Y5</td>
<td>Microeconomic Theory and Applications (for Commerce)</td>
<td>Prerequisite: ECO100Y5 (63%) or (ECO101H5(63%) and ECO102H5 (63%)) and a CGPA of 2.0</td>
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<tr>
<td>OR</td>
<td>ECO200Y5</td>
<td>Microeconomic Theory</td>
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<tr>
<td>OR</td>
<td>ECO206Y5</td>
<td>Microeconomic Theory</td>
</tr>
<tr>
<td>ECO220Y5</td>
<td>Introduction to Data Analysis and Applied Econometrics</td>
<td>Prerequisite: ECO100Y5(63%) and MAT135Y5(63%) or equivalent</td>
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<tr>
<td>OR</td>
<td>ECO227Y5</td>
<td>Foundations of Econometrics</td>
</tr>
<tr>
<td>OR</td>
<td>STA256H5</td>
<td>Probability and Statistics I &amp; STA258H5 Statistics with Applied Probability</td>
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<tr>
<td>OR</td>
<td>STA256H5</td>
<td>Probability and Statistics I &amp; STA260H5 Probability and Statistics II</td>
</tr>
<tr>
<td>MGT220H5</td>
<td>Intermediate Accounting I</td>
<td>Prerequisite: “C” in MGT120H</td>
</tr>
<tr>
<td>MGT223H5</td>
<td>Management Accounting I</td>
<td>Prerequisite: “C” in MGT120H</td>
</tr>
<tr>
<td>MGT231H5</td>
<td>Business Finance</td>
<td></td>
</tr>
<tr>
<td>MGT232H5</td>
<td>Business Finance II</td>
<td>Prerequisites: MGT231H5</td>
</tr>
<tr>
<td>MGT252H5</td>
<td>Principles of Marketing</td>
<td></td>
</tr>
<tr>
<td>0.5 Degree Elective</td>
<td>Recommend MGT262 Psychology at Work from elective bucket (see third year), register in 2nd year</td>
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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: March 2022
ERSPE2380 Marketing Specialist Program Map (BCom)

0.5 credit in ECO at 300/400 level

MGT453H5 Marketing Research
Prerequisite: MGT252H5, ECO220Y5/ECO227Y5/STA256H5, STA260H5/STA256H5, STA258H5/STA218H5

0.5 credit in ECO at 300/400 level

MGT456H5 Marketing Ethics
Prerequisite: MGT353H5

0.5 credit in ECO at 300/400 level

MGT455H5 Marketing Consulting: Models for Analysis
Prerequisite: MGT252H5/MGM252H5, ECO220Y5/STA221H5/STA218H5

0.5 credit in ECO at 300/400 level

MGT354H5 Consumer Behaviour
Prerequisite: MGT252H5

MGT363H5 Designing Effective Organizations

MGT371H5 Business Technology Management

MGT374H5 Operations Management
Prerequisite: ECO220Y5 or equivalent

MGT393H5 Legal Environment of Business I

0.5 credit in ECO at 300/400 level

MGT262H5 Psychology at Work

Select 1.0 credits from the following list
MGT262 can be taken in 2nd year

Or

ECO209Y5 Macroeconomic Theory and Policy
Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0

Or

ECO202Y5 Macroeconomic Theory and Policy
Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0

Or

ECO208Y5 Macroeconomic Theory
Prerequisite: ECO100Y5(70%); MAT133Y5 (80%) or equivalent

Select 0.5 Degree Requirement

Select 1.0 Degree Requirements
MGT353H5 Introduction to Marketing Management
Prerequisite: MGT252H5/MGM252H5

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

MGT457H5 Business to Business Marketing
Prerequisite: MGT353H5

MGT456H5 Big Data and Marketing Analysis
Prerequisite: 1.0 credit at the 300/400 level (MGT or MGM)

CCT260H5 Web Culture and Design
Prerequisite: CCT109H5, CCT110H5

CCT356H5 Online Advertising and Marketing
Prerequisite: CCT260H5

CCT456H5 Analysis and Visualization of Open Data
Prerequisite: CCT356H5

GGR252H5 Retail Geography
Prerequisite: 4.0 credits

MGT458H5 Big Data and Marketing Analysis
Prerequisite: 1.0 credit at the 300/400 level (MGT or MGM)

CCT260H5 Web Culture and Design
Prerequisite: CCT109H5, CCT110H5

CCT356H5 Online Advertising and Marketing
Prerequisite: CCT260H5

CCT456H5 Analysis and Visualization of Open Data
Prerequisite: CCT356H5

GGR252H5 Retail Geography
Prerequisite: 4.0 credits

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