ERSPE2380 Marketing Specialist Program Map (BCom)

**Disclaimer:** This is a recommended program path. Please refer to the academic calendar for up-to-date program requirements. This is subject to change at any time and is based on course availability and program changes. Based on 2020-21 academic calendar. Last updated: March 2020
ERSPE2380 Marketing Specialist Program Map

(ECoM)

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

OR

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

OR

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

0.5 credit in ECO at 300/400 level

0.5 Degree Requirement

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

MGT262H5 Psychology at Work
MGT363H5 Designing Effective Organizations
MGT371H5 Business Technology Management
MGT374H5 Operations Management

MGT393H5 Legal Environment of Business

MGT453H5 Marketing Research
Prerequisite: MGT353H5; ECO220Y5/ECO227Y5/STA256H5, STA260H5/STA218H5

MGT262H5 Psychology at Work

MGT363H5 Designing Effective Organizations

MGT371H5 Business Technology Management

MGT374H5 Operations Management

MGT393H5 Legal Environment of Business

Select 2.0 credits from the following list

200 or 300 level courses should be taken in third year

MGT452H5 Advanced Marketing Management
Prerequisite: MGT353H5

MGT455H5 Marketing Consulting: Models for Analysis
Prerequisite: MGT252H5/MGM252H5, ECO202Y5/STA221H5/218H5

MGT354H5 Consumer Behaviour
Prerequisite: MGT252H5

MGT355H5 Pricing
Prerequisite: MGT252H5

MGT456H5 Marketing Ethics
Prerequisite: MGT353H5

MGT457H5 Business to Business Marketing
Prerequisite: MGT353H5

MGT458H5 Big Data and Marketing Analysis
Prerequisite: 1.0 credit at the 300/400 level

CCT260H5 Web Culture and Design
Prerequisite: CCT109H5, 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