Marketing Specialist Program Map (BCom) ERSPE2380

First Year

- MAT133Y5 Calculus and Linear Algebra for Commerce
  OR
- MAT135H5 Differential Calculus & MAT136H5 Integral Calculus
  OR
- MAT135Y5 Calculus

- ECO100Y5 Introduction to Economics

- MGM101H5 Introduction to Management Functions

- MGT120H5 Financial Accounting I

- 1.0 credit in Humanities

- 1.0 credit in Science

Second Year

- ECO220Y5 Quantitative Methods in Economics
  Prerequisite: ECO100Y5 (63%); MAT133Y5(63%)/MAT134Y5/MAT135Y5/MAT137Y5 or MAT135Y5/75%+ in MAT133Y5
  OR
- ECO227Y5 Quantitative Methods in Economics
  Prerequisite: ECO100Y5 (70%), MAT133Y5 (80%)/MAT134Y5/MAT135Y5(63%)/MAT137Y5(60%)
  OR
- STA250H1 & STA256H5 Probability and Statistics I
  Prerequisite: MAT134Y5/MAT135Y5/MAT137Y5/MAT133Y5
  OR
- STA256H5 Probability and Statistics II
  Prerequisite: STA256H5/STA257H5
  OR
- ECO200Y5 Microeconomic Theory
  Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0
  OR
  *only available in the Summer

- ECO206Y5 Microeconomic Theory
  Prerequisite: ECO100Y5 (70%) and MAT133Y5(80%) or MAT134Y5 and MAT135H5 or MAT134H5 or MAT135Y5(63%) or (MAT135H5(63%) and MAT136H5(63%)) or MAT137Y5(60%)
  OR
- ECO200Y5 Microeconomic Theory
  Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0
  OR
  *only available in the Summer

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

- ECO209Y5 Macroeconomic Theory and Policy
  Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0
  OR
- ECO208Y5 Macroeconomic Theory
  Prerequisite: ECO100Y5(70%); MAT133Y5(80%)/MAT134Y5/MAT132HS/MAT134HS
  OR
- ECO202Y5 Macroeconomic Theory and Policy
  Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0

- ECO204Y5 Microeconomic Theory and Applications (for Commerce)
  Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0

- ECO206Y5 Microeconomic Theory
  Prerequisite: ECO100Y5 (70%) and MAT133Y5(80%) or MAT134Y5 and MAT135H5 or MAT134H5 or MAT135Y5(63%) or (MAT135H5(63%) and MAT136H5(63%)) or MAT137Y5(60%)
  OR
- ECO200Y5 Microeconomic Theory
  Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0

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

- ECO202Y5 Macroeconomic Theory and Policy
  Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0
  *only available in the Summer

- ECO204Y5 Microeconomic Theory and Applications (for Commerce)
  Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0

- ECO206Y5 Microeconomic Theory
  Prerequisite: ECO100Y5 (70%) and MAT133Y5(80%) or MAT134Y5 and MAT135H5 or MAT134H5 or MAT135Y5(63%) or (MAT135H5(63%) and MAT136H5(63%)) or MAT137Y5(60%)
  OR
- ECO200Y5 Microeconomic Theory
  Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0
  *only available in the Summer

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

- ECO202Y5 Macroeconomic Theory and Policy
  Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0
  *only available in the Summer

- MGT220H5 Financial Accounting II
  Prerequisite: “C” in MGT120H

- MGT223H5 Management Accounting I
  Prerequisite: “C” in MGT120H

- MGT252H5 Principles of Marketing

- 0.5 Writing Requirement

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 2019-20 academic calendar. Last updated: May 2019.
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**Third Year**

- MGT338H5 Business Finance I
  - 0.5 credit in ECO at 300/400 level
- MGT339H5 Introduction to Marketing Management
  - Prerequisite: MGT338H5
  - 0.5 credit in ECO at 300/400 level
- MGT355H5 Marketing Consulting: Models for Analysis
  - Prerequisite: MGT252H5/MGM252H5, ECO220Y5/STA221H5/218H5
  - 0.5 Writing Requirement
- MGT354H5 Consumer Behaviour
  - Prerequisite: MGT252H5
- MGT355H5 Pricing
  - Prerequisite: MGT252H5
- MGT356H5 Marketing Ethics
  - Prerequisite: MGT353H5
- MGT357H5 Business to Business Marketing
  - Prerequisite: MGT353H5
- MGT456H5 Marketing Ethics
  - Prerequisite: MGT353H5
- MGT457H5 Big Data and Marketing Analysis
  - Prerequisite: MGT353H5
- CCT260H5 Web Culture and Design
  - Prerequisite: CCT109H5, CCT110H5
- GGR252H5 Retail Geography
- Select 1.0 credits from the following list:
  - MGT262H5 Psychology at Work
  - MGT363H5 Designing Effective Organizations
  - MGT371H5 Introduction to Business Information Systems
  - MGT374H5 Operations Management
    - Prerequisite: ECO220Y5/ECO227Y5/STA256H5, 260H5/STA218H5
  - MGT393H5 Legal Environment of Business I

**Fourth Year**

- MGT452H5 Advanced Marketing Management
  - Prerequisite: MGT353H5
- MGT455H5 Marketing Consulting: Models for Analysis
  - Prerequisite: MGT252H5/MGM252H5, ECO220Y5/STA221H5/218H5
  - 0.5 Writing Requirement
- MGT456H5 Marketing Ethics
  - Prerequisite: MGT353H5
- MGT457H5 Business to Business Marketing
  - Prerequisite: MGT353H5
- MGT458H5 Big Data and Marketing Analysis
  - Prerequisite: MGT353H5
- CCT302H5 Developing and Managing Communication Campaigns and Projects
  - Prerequisite: CCT222H5, a minimum of 8.0 credits.
- CCT356H5 Foundations of Digital Marketing
  - Prerequisite: CCT260H5
- CCT456H5 Analysis and Visualization of Open Data
  - Prerequisite: CCT356H5
- GGR252H5 Retail Geography
- Select 2.0 credits from the following list:
  - CCT109H5, CCT110H5
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