ERSPE2380 Marketing Specialist Program Map (BCom)

First Year

**ECT220Y5**
Introduction to Data Analysis and Applied Econometrics
Prerequisite:
ECO100Y5 (63%) and MAT133Y5 (63%) or equivalent

**ECT220Y5**
Foundations of Econometrics
Prerequisite:
ECO100Y5 (63%) and MAT133Y5 (63%) or equivalent

**ECT120H5**
Introduction to Financial Accounting (63% min.)

**MGT120H5**
Introduction to Management Functions (63% min.)

**MGT121H5**
Business Finance I

**MGT122H5**
Business Finance II

**MGT220H5**
Intermediate Accounting I
Prerequisite: “C” in MGT120H

**MGT221H5**
Business Finance I

**MGT222H5**
Management Accounting I
Prerequisite: “C” in MGT120H

1.0 Humanities Credit

1.0 Elective
Recommended: Register in CCT109H5 & CCT110H

Second Year

**ECT204Y5**
Microeconomic Theory and Applications (for Commerce)
Prerequisite: ECO100Y5 (63%) or (ECO101H5(63%) and ECO102H5 (63%)) and a CGPA of 2.0

**ECT200Y5**
Microeconomic Theory
Prerequisite: ECO100Y5 (63%) or (ECO101H5(63%) and ECO102H5 (63%)) and a CGPA of 2.0

**ECT206Y5**
Microeconomic Theory
Prerequisite: ECO100Y5(70%) or ECO101H5(70%) and ECO102H5(70%)

**ECT220Y5**
Introduction to Data Analysis and Applied Econometrics
Prerequisite: ECO100Y5 (63%) and MAT133Y5 (63%) or equivalent

**ECT220Y5**
Foundations of Econometrics
Prerequisite: ECO100Y5 (63%) and MAT133Y5 (63%) or equivalent

**ECT256H5**
Prerequisite: STA256H5 MAT134H5 or MAT135H5 or MAT136H5 or STA258H5 or STA257H5 or STA259H5 or STA257H5

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Prerequisite: STA256H5 MAT134H5 or MAT135H5 or MAT136H5 or STA258H5 or STA257H5 or STA259H5 or STA257H5

0.5 Degree Elective
Recommended: If interested in MGT262 from elective bucket (see third year), register in 2nd year

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: June 2021
Third Year

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

0.5 Degree Requirement

MGT353H5
Introduction to Marketing Management
Prerequisite: MGT252H5/MGM252H5 or equivalent

0.5 Degree Requirement

MGT328H5
Marketing Research
Prerequisite: ECO209Y5 or equivalent

0.5 Degree Requirement

Select 1.0 credits from the following list
MGT262H5 can be taken in 2nd year

MGT262H5 Psychology at Work

MGT363H5 Designing Effective Organizations

MGT371H5 Business Technology Management

MGT374H5 Operations Management

Prerequisite: ECO205Y5 or equivalent

MGT393H5 Legal Environment of Business

Fourth Year

MGT452H5
Marketing and Behavioural Economics
Prerequisite: MGT252H5 and 1.0 credit in MGT or MGM credit at the 300/400 level

MGT455H5
Marketing Consulting: Models for Analysis
Prerequisite: MGT252H5/MGM252H5, ECO200Y5/STA221H5/218H5

0.5 credit in ECO at 300/400 level

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 (MGT or MGM)

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
Prerequisite: 4.0 credits

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

CCT356H5 Online Advertising and Marketing
Prerequisite: CCT260H5

CCT456H5 Analysis and Visualization of Open Data
Prerequisite: CCT356H5

GGR252H5 Retail Geography
Prerequisite: 4.0 credits