

B009 - Business Administration - Marketing

AAL	Course Code	Course Title	Course Weight	Delivery			
				In-Person	Hybrid	Online	Clinical
1	ACC110	Accounting Concepts I	3			x	
1	BUS108	Introduction To Canadian Business	3			x	
1	ECN210	Microeconomics	3			x	
1	MTH146	Mathematics Of Personal Finance	4			x	
1	MGN105	Introduction To Human Resources	3			x	
1	COM103	Business Communications I	3			x	
3	MRK311	Program & Event Planning	3			x	
3	MRK317	Multimedia Sales Presentations	4			x	
3	MRK325	Advertising Management	3			x	
3	MRK332	Supply Chain Management	3			x	
3	MRK340	Techno Marketing	3			x	
3	ELEC1030	Choose 1 Elective Course	3			x	
5	BUS300	Business Law	3			x	
5	MRK517	Merchandising Management II	3			x	
5	MRK520	Marketing Cases	3			x	
5	MRK525	Consumer Behaviour	3			x	
5	MRK532	Strategic Marketing Management	3			x	
5	MRK540	Business Strategies	3			x	

* Hybrid is a combination of online and face to face delivery