

Business Administration (Marketing)

The two-year program leading to a Diploma in Business Administration (Marketing) is designed to give students a broad background in business management with emphasis on the area of marketing. Graduates find employment in marketing, sales, retailing, administration, advertising, and general management.

Note: Year 2 of the Business Administration (Marketing) and the Business Management (Marketing) programs is common.

OBJECTIVES

1. To provide students with a broad understanding of activities involved in the administration of any organization.
2. To develop skills in selected key areas of management activity which will lead to specialization in areas such as marketing, advertising and promotion, retail merchandising.
3. To develop capacity for leadership, teamwork and co-operation in problem solving.
4. To acquire skills, knowledge and experience that will complement personal initiative, creativity and energy in contributing to any job situation.
5. To relate management studies to the needs of the public and private sectors of the economy of Newfoundland and Labrador.

CAREER OPPORTUNITIES

Graduates of this program may obtain employment in a variety of marketing areas such as distribution, media, advertising, retailing, and personal selling in a variety of industries and associations.

PROGRAM TRANSFERABILITY

The Business Administration/Management programs offer exit points after Year 1, Year 2, and Year 3.

Year 1: The first year is a common year at the end of which students may graduate with a Business Administration Certificate.

Year 2: Students select one area of specialization for the second year from the following options: Accounting, General, Human Resource Management, and Marketing. Students may graduate at the end of Year 2 with a Business Administration Diploma.

Year 3: The three third-year options are Accounting, Human Resource Management, and Marketing. Students may graduate with a Business Management Diploma at the end of Year 3.

Graduates of the Business Administration/Management programs may have the opportunity to transfer credits to institutions/associations such as:

- Memorial University of Newfoundland
- Cape Breton University, Sydney, Nova Scotia
- Athabasca University, Alberta
- Lakehead College, Alberta
- University of Lethbridge, Alberta
- Lakehead University, Ontario
- Northwood University, Michigan, USA
- Certified General Accountants of Canada (CGA)
- The Society of Management Accountants

Graduates may also wish to further their studies to achieve professional designations with:

- Canadian Institute of Financial Planning
- Canadian Professional Sales Association
- Canadian Public Relations Society

DIPLOMA

- **Two years**
- **Start date varies:** At some campuses the program begins in September; at others seats are filled as vacancies occur. Please check with the campus concerned.
- **Bay St. George, Clarenville, Corner Brook, Grand Falls-Windsor, and Prince Philip Drive Campuses and through @ College Distributed Learning Service (DLS)**

COURSES

CODE	TITLE	Hrs/wk		
		Cr	Le	La
Semester 1				
AC1260	Financial Accounting I	5	4	4
CM1240	Business Communications I	4	4	0
HN1230	Human Resource Management I	3	3	1
MA1400	Mathematics of Finance I	3	3	1
MC1220	Productivity Tools I	2	1	2
MR1100	Marketing I	4	3	2

Semester 2				
AC2260	Financial Accounting II	5	4	4
CM1241	Business Communications II	4	4	0
HN1240	Human Resource Management II	3	3	1
MA2400	Mathematics of Finance II (Not required for Certificate)	3	3	0
MC1221	Productivity Tools II	2	1	3
MR2100	Marketing II	4	3	2

Semester 3 (Intersession)				
MA1670	Statistics	4	4	1
MC2220	Productivity Tools III	3	2	3
OR				
AC2230	Computerized Accounting	3	2	3

Year 1 courses can be completed at campuses offering the Business Administration certificate program.

Semester 4				
CM2200	Oral Communications	2	2	0
EC1100	Microeconomics	3	3	0
LW1200	Business Law	3	3	0
MR1500	Consumer Behavior	3	3	0
MR1600	Professional Selling	4	3	2
MR2300	Business Research	4	3	2
Elective		4	3	2

Semester 5				
CM2300	Report Writing	2	2	0
EC1200	Macroeconomics	3	3	0
MR2200	Retailing	3	2	3
MR2350	Introduction to E-Commerce	4	3	2
MR2400	Marketing Communications	4	3	2
SD1420	Workplace Skills	3	3	1

Business Administration Students:				
EP2250	Small Business Development	4	3	2
Business Management Students:				
Elective				

Semester 6				
OJ1530	Work Exposure			4 wks

