

# 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. Analyze the marketing environment and develop, implement, and monitor a comprehensive marketing strategy.
2. Critically analyze and provide business solutions to marketing product, price, promotion, and distribution decisions.
3. Integrate ethical marketing strategies and tactics for application in both domestic and global marketing environments.
4. Create materials for use with a marketing strategy.
5. Demonstrate application of the Conference Board of Canada employability skills.

## 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.

## ACCREDITATION

Business Administration (Marketing) is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) in all campus locations. ACBSP is the leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence.

## 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 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
- University of New Brunswick, Saint John campus
- Okanagan College, British Columbia
- Northwood University, Michigan, USA

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
- International Personnel Management Association - Canada
- Certified General Accountants of Canada (CGA)
- The Society of Management Accountants of Canada (CMA)
- The Payroll Association of Canada

## 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**

## COURSES

CODE	TITLE	Hrs/wk		
		Cr	Le	La
<b>Semester 1</b>				
AC1260	Financial Accounting I	5	4	3
CM1240	Business Communications I	4	4	0
HN1230	Human Resource Management I	3	3	1
MA1400	Mathematics of Finance I	3	3	1
MC1240	Computer Applications I	3	2	2
MR1100	Marketing I	4	4	0
SD1340	Student, Career & Portfolio Development I	1	1	0
<b>Semester 2</b>				
AC2260	Financial Accounting II	5	4	3
CM1241	Business Communications II	4	4	0
HN1240	Human Resource Management II	3	3	1
LW1230	Business Law	3	3	0
MA2400	Mathematics of Finance II	3	3	1
MR2100	Marketing II	4	4	0
SD1341	Student, Career & Portfolio Development II	1	1	0
<b>Semester 3 (Intersession)</b>				
AC2230	Computerized Accounting I	3	2	3
CM2200	Oral Communications	2	2	0
MC1241	Computer Applications II	3	2	3

The Course and Lab hours per week are based on a 15 week semester. In intersession, the Course and Lab hours will be adjusted to reflect the shorter semester length. Refer to course outline.

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

	Cr	Le	La	
<b>Semester 4</b>				
CM2300	Report Writing	2	2	0
EC1110	Microeconomics	4	4	0
MA1670	Statistics	4	4	1
MR1500	Consumer Behaviour	3	3	0
MR1600	Professional Selling	4	3	2
MR2300	Business Research	4	3	2
Elective (minimum 3 credits)	3	3	0	

	Cr	Le	La	
<b>Semester 5</b>				
EC1210	Macroeconomics	4	4	0
EP2150	Entrepreneurship	3	3	1
MR2200	Retailing	3	2	3
MR2350	E-Business	4	3	2
MR2400	Marketing Communications	4	3	2
PR2170	Project Management	2	2	1
SD2350	Student, Career & Portfolio Development III	2	2	0

	Cr	Le	La
<b>Semester 6</b>			
OJ1560	Work Exposure (Marketing)		6 wks

