



## Post-Baccalaureate Diploma Marketing

Name	TRU ID
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Admission Requirement	Prerequisite	Availability	Term	Grade
English (6 cr) Choose 2	Students with IELTS above 7.5 with no band below 7.0 only needs CMNS 1290			
	<a href="#">ENGL 1100 University Writing</a>	(F-W-S) (OL)		
	<a href="#">CMNS 1290 Intro to Professional Writing</a>	(F-W-S) (OL)		

**For program graduation, a C- or better is required in all program courses.**

Math/ Stats (6cr)	Prerequisite	Availability	Term	Grade
<a href="#">ECON 2320 Economics and Business Statistics 1</a>	*	(F-W-S) (OL)		
<a href="#">ECON 2330 Economics and Business Statistics 2</a>	ECON 2320, MIST 2610*	(F-W-S) (OL)		

Core Business Courses (15 cr)	Prerequisite	Availability	Term	Grade
<a href="#">ACCT 2210 Financial Accounting</a>		(F-W-S) (OL)		
<a href="#">ACCT 2250 Management Accounting</a>	ACCT 2210, ENGL 1100,	(F-W-S) (OL)		
<a href="#">MKTG 2430 Introduction to Marketing</a>	CMNS 1290	(F-W-S) (OL)		
<a href="#">MIST 2610 Management Information Systems</a>	ENGL 1100	(F-W-S) (OL)		
<a href="#">ORGB 2810 Organizational Behaviour</a>	ENGL 1100	(F-W-S) (OL)		

Upper Level Business Courses (18 cr)	Prerequisite	Availability	Term	Grade
<a href="#">SCMN 3320 Supply Chain Management</a>	MIST 2610, (ACCT 2250, ECON 2330)	(F-W-S)		
<a href="#">IBUS 3510 International Business</a>	MKTG 2430 *	(F-W-S) (OL)		
<a href="#">MNGT 3710 Business Ethics and Society</a>	CMNS 1290	(F-W-S) (OL)		
<a href="#">MKTG 3470 Consumer Behaviour</a>	MKTG 2430	(F-W) (OL)		
<a href="#">MKTG 3480 Marketing Research</a>	MKTG 2430, ECON 2330	(F-W) (OL)		
<a href="#">MKTG 4460 Marketing Strategy</a>	MKTG 3480 *	(F-W)		

Upper Level Business Courses (21 cr) Choose 7	Prerequisite	Availability	Term	Grade
<a href="#">MKTG 3450 Professional Selling</a>	MKTG 2430	(F-W) (OL)		
<a href="#">MKTG 4400 Professional Sales Management</a>	MKTG 3450	(W)		
<a href="#">MKTG 4410 Services Marketing</a>	MKTG 2430	(F-W) (OL)		
<a href="#">MKTG 4412 New Product Development</a>	MKTG 3480 *	(F)		
<a href="#">MKTG 4420 Brand Management</a>	MKTG 2430	(F-W)		
<a href="#">MKTG 4422 Social Media Marketing</a>	MKTG 2430	(W)		
<a href="#">MKTG 4430 Retail Management</a>	MKTG 2430	(F-W) (OL)		
<a href="#">MKTG 4450 E-Commerce</a>	MKTG 2430	(F-W) (OL)		
<a href="#">MKTG 4470 International Marketing</a>	MKTG 2430	(F-W-S) (OL)		
<a href="#">MKTG 4480 Integrated Marketing Communication</a>	MKTG 2430	(F-W) (OL)		
<a href="#">MKTG 4490 Business-to-Business Marketing</a>	MKTG 2430	(W) (OL)		
<a href="#">BUSN 4990 Special Topics (Marketing topics)</a>	MKTG 2430			
<a href="#">ECON 4330 Forecasting in Business and Economics</a>	ECON 2330	(F-W)		

\* will require prerequisite waiver from Advisor

\*\* Course offering is subject to change. Visit online schedule to find the availability each semester.