

Marketing Specialist Program Map (BCom) ERSPE2380









First Year

<p>MAT133Y5 Calculus and Linear Algebra for Commerce</p> <p style="text-align: center;">OR</p> <p>MAT135H5 Differential Calculus & MAT136H5 Integral Calculus</p> <p style="text-align: center;">OR</p> <p>MAT135Y5 Calculus</p>	<p>ECO100Y5 Introduction to Economics</p>	<p>MGM101H5 Introduction to Management Functions</p>	<p>MGT120H5 Financial Accounting I</p>	<p>1.0 credit in Humanities</p>	<p>1.0 credit in Science</p>
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Second Year

<p>ECO204Y5 Microeconomic Theory and Applications (for Commerce)</p> <p><i>Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0</i></p> <p style="text-align: center;">OR</p> <p>ECO206Y5 Microeconomic Theory</p> <p><i>Prerequisite: ECO100Y5(70%) and MAT133Y5(80%) or MAT134Y5 or (MAT132H5 and MAT134H5) or MAT135Y5(63%) or (MAT135H5(63%) and MAT136H5(63%)) or MAT137Y5(60%)</i></p> <p style="text-align: center;">OR</p> <p>ECO200Y5 Microeconomic Theory</p> <p><i>Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0</i> *only available in the Summer</p>	<p>ECO209Y5 Macroeconomic Theory and Policy</p> <p><i>Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0</i></p> <p style="text-align: center;">OR</p> <p>ECO208Y5 Macroeconomic Theory</p> <p><i>Prerequisite: ECO100Y5(70%); MAT133Y5(80%)/MAT134Y5/(MAT132H5, MAT134H5) /MAT135Y5(63%)/(MAT135H5(63%), MAT136H5(63%))/MAT137Y5(60%)</i></p> <p style="text-align: center;">OR</p> <p>ECO202Y5 Macroeconomic Theory and Policy</p> <p><i>Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0</i> *only available in the Summer</p>	<p>ECO220Y5 Quantitative Methods in Economics</p> <p><i>Prerequisite: ECO100Y5 (63%); MAT133Y5(63%)/MAT134Y5/MAT135Y5/MAT137Y5; and a CGPA 2.0</i></p> <p style="text-align: center;">OR</p> <p>ECO227Y5 Quantitative Methods in Economics</p> <p><i>Prerequisite: ECO100Y5(70%); MAT133Y5 (80%)/MAT134Y5/MAT135Y5(63%)/MAT137Y5(60%)</i></p> <p style="text-align: center;">OR</p> <p>STA250H1 & STA256H5 Probability and Statistics I</p> <p><i>Prerequisite: MAT134Y5/MAT135Y5/MAT137Y5/MAT157Y 5/75%+ in MAT133Y5</i></p> <p style="text-align: center;">OR</p> <p>STA256H5 Probability and Statistics I & STA258H5 Statistics with Applied Probability</p> <p><i>Prerequisite: (STA256) MAT134Y5/MAT135Y5/MAT137Y5/MAT157Y 5/75%+ in MAT133Y5, Prerequisite (STA258): STA256H5/STA257H5</i></p> <p style="text-align: center;">OR</p> <p>STA256H5 Probability and Statistics I & STA260H5 Probability and Statistics II</p> <p><i>Prerequisite (STA256): MAT134Y5/MAT135Y5/MAT137Y5/MAT157Y 5/75%+ in MAT133Y5, Prerequisite (STA260): STA256H5/STA257H5/ECO227Y5</i></p>	<p>MGT220H5 Financial Accounting II</p> <p><i>Prerequisite: "C" in MGT120H</i></p>	<p>MGT252H5 Principles of Marketing</p>	<p>MGT223H5 Management Accounting I</p> <p><i>Prerequisite: "C" in MGT120H</i></p>	<p>0.5 Writing Requirement</p>
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Third Year

MGT338H5 Business Finance I	0.5 credit in ECO at 300/400 level	0.5 Degree Requirement	0.5 Writing Requirement	Select 1.0 credits from the following list
				MGT262H5 Psychology at Work
				MGT363H5 Designing Effective Organizations
				MGT371H5 Introduction to Business Information Systems
MGT339H5 Business Finance II <i>Prerequisite:</i> MGT338H5	MGT353H5 Introduction to Marketing Management <i>Prerequisite:</i> MGT252H5/MGM252H5	0.5 credit in ECO at 300/400 level	0.5 Writing Requirement	MGT374H5 Operations Management <i>Prerequisite:</i> ECO220Y5/ECO227Y5/STA(256H5, 260H5)/STA218H5
				MGT393H5 Legal Environment of Business I

Fourth Year

MGT452H5 Advanced Marketing Management <i>Prerequisite:</i> MGT353H5	MGT455H5 Marketing Consulting: Models for Analysis <i>Prerequisite:</i> MGT252H5/MGM252H5, ECO220Y5/STA221H5/218H5	0.5 credit in ECO at 300/400 level	Select 2.0 credits from the following list	
			MGT354H5 Consumer Behaviour <i>Prerequisite:</i> MGT252H5	CCT302H5 Developing and Managing Communication Campaigns and Projects <i>Prerequisite:</i> CCT222H5, a minimum of 8.0 credits.
			MGT355H5 Pricing <i>Prerequisite:</i> MGT252H5	CCT356H5 Foundations of Digital Marketing <i>Prerequisite:</i> CCT260H5
			MGT456H5 Marketing Ethics <i>Prerequisite:</i> MGT353H5	CCT456H5 Analysis and Visualization of Open Data <i>Prerequisite:</i> CCT356H5
MGT453H5 Marketing Research <i>Prerequisite:</i> MGT353H5; ECO220Y5/ECO227Y5/ STA(256H5, STA260H5)/STA218H5	0.5 credit in ECO at 300/400 level	0.5 Writing Requirement	MGT457H5 Business to Business Marketing <i>Prerequisite:</i> MGT353H5	GGR252H5 Retail Geography
			MGT458H5 Big Data and Marketing Analysis <i>Prerequisite:</i> MGT353H5	
			CCT260H5 Web Culture and Design <i>Prerequisite:</i> CCT109H5, CCT110H5	