
























ERSPE2380 Marketing Specialist Program Map (BCom)

First Year

<p>MAT133Y5 Calculus and Linear Algebra for Commerce (63% min.)</p> <p>OR</p> <p>MAT135H5 Differential Calculus & MAT136H5 Integral Calculus (63% min. in each course)</p> <p>OR</p> <p>MAT137Y Calculus (63% min.)  </p>	<p>ECO100Y5 Introduction to Economics (63% min.)  </p>	<p>MGM101H5 Introduction to Management Functions (63% min.) </p> <p>MGT120H5 Introduction to Financial Accounting (63% min.)  or </p>	<p>1.0 Humanities Credit  </p>	<p>1.0 Elective</p> <p><i>Recommended: Register in CCT109H5 & CCIT110H</i></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>OR</p> <p>ECO200Y5 Microeconomic Theory</p> <p><i>Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0</i></p> <p>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>ECO220Y5 Introduction to Data Analysis and Applied Econometrics</p> <p><i>Prerequisite: ECO100Y5 (63%) and MAT133Y5(63%) or equivalent</i></p> <p>OR</p> <p>ECO227Y5 Foundations of Econometrics</p> <p><i>Prerequisite: ECO100Y5(70%) and MAT133Y5(80%) or equivalent</i></p> <p>OR</p> <p>STA250H1 & STA256H5 Probability and Statistics I</p> <p><i>Prerequisite: (STA256 only) MAT134H5 or equivalent Please review prerequisites for STA250H1</i></p> <p>OR</p> <p>STA256H5 Probability and Statistics I & STA258H5 Statistics with Applied Probability</p> <p><i>Prerequisite: (STA256) MAT134H5 or MAT136H5 or MAT134Y5 or MAT135Y5 or MAT137Y5 or MAT157Y5 or 75%+ in MAT133Y5; (STA258) STA256H5 or STA257H5</i></p> <p>OR</p> <p>STA256H5 Probability and Statistics I & STA260H5 Probability and Statistics II</p> <p><i>Prerequisite (STA256): MAT134Y5/MAT135Y5/MAT137Y5/MAT157Y5/ 75%+ in MAT133Y5, Prerequisite (STA260): STA256H5/STA257H5/ECO227Y5</i></p>  	<p>MGT220H5 Intermediate Accounting I</p> <p>Prerequisite: "C" in MGT120H </p>	<p>MGT231H5 Business Finance I </p>	<p>MGT252H5 Principles of Marketing  or </p>
<p>MGT223H5 Management Accounting I</p> <p>Prerequisite: "C" in MGT120H  or </p>	<p>MGT232H5 Business Finance II</p> <p><i>Prerequisites: MGT231H5</i> </p>	<p>0.5 Degree Elective</p> <p><i>Recommended: If interested in MGT262 from elective bucket (see third year), register in 2nd year</i> </p>		

Disclaimer: This is a recommended program path. Please refer to the academic calendar for up-to-date program requirements. This is subject to change at any time and is based on course availability and program changes. Based on 2020-21 academic calendar. Last updated: March 2020

Third Year

ECO209Y5
Macroeconomic Theory and Policy

Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0

OR



ECO202Y5
Macroeconomic Theory and Policy

Prerequisite: ECO100Y5 (63%) and a CGPA of 2.0


OR

ECO208Y5
Macroeconomic Theory


Prerequisite: ECO100Y5(70%); MAT133Y5 (80%) or equivalent

0.5 Degree Requirement



0.5 Degree Requirement



0.5 Degree Requirement




Select 1.0 credits from the following list
MGT262 can be taken in 2nd year

MGT262H5 Psychology at Work


MGT363H5 Designing Effective Organizations

MGT371H5 Business Technology Management



MGT374H5 Operations Management




Prerequisite: ECO220Y5 or equivalent




MGT393H5 Legal Environment of Business I

MGT353H5 Introduction to Marketing Management


Prerequisite: MGT252H5/MGM252H5

0.5 Degree Requirement



0.5 Credit in ECO at 300/400 level




Fourth Year

Select 2.0 credits from the following list
200 or 300 level courses should be taken in third year


MGT452H5 Advanced Marketing Management

Prerequisite: MGT353H5




MGT455H5 Marketing Consulting: Models for Analysis

Prerequisite: MGT252H5/MGM252H5, ECO220Y5/STA221H5/218H5



0.5 credit in ECO at 300/400 level



MGT354H5 Consumer Behaviour

Prerequisite: MGT252H5

MGT355H5 Pricing

Prerequisite: MGT252H5

MGT456H5 Marketing Ethics

Prerequisite: MGT353H5

MGT457H5 Business to Business Marketing

Prerequisite: MGT353H5

MGT458H5 Big Data and Marketing Analysis

Prerequisite: 1.0 credit at the 300/400 level

CCT260H5 Web Culture and Design


Prerequisite: CCT109H5, CCT110H5

CCT302H5 Developing and Managing Communication Campaigns and Projects

Prerequisite: A minimum of 8.0 credits.


CCT356H5 Online Advertising and Marketing

Prerequisite: CCT260H5



CCT456H5 Analysis and Visualization of Open Data


Prerequisite: CCT356H5




GGR252H5 Retail Geography

MGT453H5 Marketing Research

Prerequisite: MGT353H5; ECO220Y5/ECO227Y5/STA(256H5, STA260H5)/STA218H5



0.5 credit in ECO at 300/400 level



0.5 credit in ECO at 300/400 level

