














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>ECO100Y5 Introduction to Economics (63% min.)</p> <p>OR</p> <p>ECO101H5 Principles of Microeconomics & ECO102H5 Principles of Macroeconomics (63% min. in each course)</p>  	<p>MGM101H5 Introduction to Management Functions (63% min.)</p> 	<p>1.0 Humanities Credit</p>  	<p>1.0 Elective</p> <p><i>Recommended: Register in CCT109H5 & CCT110H</i></p>  
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Second Year

<p>ECO204Y5 Microeconomic Theory and Applications (for Commerce)</p> <p><i>Prerequisite: ECO100Y5 (63%) or (ECO101H5(63%) and ECO102H5 (63%)) and a CGPA of 2.0</i></p> <p>OR</p> <p>ECO200Y5 Microeconomic Theory</p> <p><i>Prerequisite: ECO100Y5 (63%) or (ECO101H5(63%) and ECO102H5 (63%)) and a CGPA of 2.0</i></p> <p>OR</p> <p>ECO206Y5 Microeconomic Theory</p> <p><i>Prerequisite: ECO100Y5(70%) or ECO101H5(70%) and ECO102H5 (70%)and MAT133Y5(80%) 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>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 65%+ 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) MAT134H5 or MAT136H5 or MAT134Y5 or MAT135Y5 or MAT137Y5 or MAT157Y5 or 65%+ in MAT133Y5; (STA260) STA256H5 or STA257H5 or 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</p>  
<p>MGT223H5 Management Accounting I</p> <p>Prerequisite: "C" in MGT120H</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> 		

Third Year

<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>ECO202Y5 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%) or equivalent</i></p>	0.5 Degree Requirement	0.5 Degree Requirement	0.5 Degree Requirement	<p style="color: orange; font-size: small;">Select 1.0 credits from the following list MGT262 can be taken in 2nd year</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">MGT262H5 Psychology at Work</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">MGT363H5 Designing Effective Organizations</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">MGT371H5 Business Technology Management</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">MGT374H5 Operations Management</div> <p style="font-size: x-small;"><i>Prerequisite: ECO220Y5 or equivalent</i></p> <div style="border: 1px solid black; padding: 5px;">MGT393H5 Legal Environment of Business I</div>
	0.5 Degree Requirement	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

<p>MGT452H5 Marketing and Behavioural Economics</p> <p><i>Prerequisite: MGT252H5 and 1.0 credit in MGT or MGM credit at the 300/400 level</i></p>	<p>MGT455H5 Marketing Consulting: Models for Analysis</p> <p><i>Prerequisite: MGT252H5/MGM252H5, ECO220Y5/STA221H5/218H5</i></p>	0.5 credit in ECO at 300/400 level	<p>MGT354H5 Consumer Behaviour</p> <p><i>Prerequisite: MGT252H5</i></p>	<p>CCT302H5 Developing and Managing Communication Campaigns and Projects</p> <p><i>Prerequisite: A minimum of 8.0 credits.</i></p>
<p>MGT453H5 Marketing Research</p> <p><i>Prerequisite: MGT353H5; ECO220Y5/ECO227Y5/STA(256H5, STA260H5)/STA(256H5, STA258H5)/STA218H5</i></p>	0.5 credit in ECO at 300/400 level	0.5 credit in ECO at 300/400 level	<p>MGT355H5 Pricing</p> <p><i>Prerequisite: MGT252H5</i></p>	<p>CCT356H5 Online Advertising and Marketing</p> <p><i>Prerequisite: CCT260H5</i></p>
			<p>MGT456H5 Marketing Ethics</p> <p><i>Prerequisite: MGT353H5</i></p>	<p>CCT456H5 Analysis and Visualization of Open Data</p> <p><i>Prerequisite: CCT356H5</i></p>
			<p>MGT457H5 Business to Business Marketing</p> <p><i>Prerequisite: MGT353H5</i></p>	<p>GGR252H5 Retail Geography</p> <p><i>Prerequisite: 4.0 credits</i></p>
			<p>MGT458H5 Big Data and Marketing Analysis</p> <p><i>Prerequisite: 1.0 credit at the 300/400 level (MGT or MGM)</i></p>	
			<p>CCT260H5 Web Culture and Design</p> <p><i>Prerequisite: CCT109H5, CCT110H5</i></p>	