

# ERSPE2380 Marketing Specialist Program Map (BCom)

## First Year

<p>MAT133Y5 Calculus and Linear Algebra for Commerce (63% min.)</p> <p style="text-align: center;"><b>OR</b></p> <p>MAT135H5 Differential Calculus &amp; MAT136H5 Integral Calculus (63% min. in <b>each</b> course)</p>	<p>ECO101H5 Principles of Microeconomics <b>and</b> ECO102H5 Principles of Macroeconomics (63% min. in <b>each</b> course)</p> <p style="text-align: center;"><b>OR</b></p> <p>ECO100Y5 Introduction to Economics (63% min.)</p>	<p>MGM101H5 Introduction to Management Functions (63% min.)</p> <p style="text-align: center;"><b>OR</b></p> <p>MGT120H5 Introduction to Financial Accounting (63% min.)</p>	<p>1.0 Humanities Credit</p>	<p>1.0 Elective Credit</p> <p style="text-align: center;"><i>Recommended: CCT109H5 &amp; CCT110H5</i></p>
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## Second Year

<p>ECO204Y5 Microeconomic Theory and Applications (for Commerce)</p> <p><i>Prerequisites: ECO101H5 (63%) and ECO102H5 (63%)</i></p> <p style="text-align: center;"><b>OR</b></p> <p>ECO200Y5 Microeconomic Theory</p> <p><i>Prerequisite: ECO101H5 (63%) and ECO102H5 (63%)</i></p> <p style="text-align: center;"><b>OR</b></p> <p>ECO206Y5 Microeconomic Theory</p> <p><i>Prerequisite: 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: ECO101H5 (63%) and ECO102H5 (63%) or equivalent, and MAT133Y5 (63%) or equivalent</i></p> <p style="text-align: center;"><b>OR</b></p> <p>ECO227Y5 Foundations of Econometrics</p> <p><i>Prerequisite: ECO101H5 (70%) and ECO102H5 (70%) and MAT133Y5 (80%) or equivalent</i></p> <p style="text-align: center;"><b>OR</b></p> <p>STA256H5 Probability and Statistics I &amp; 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</i></p> <p style="text-align: center;"><b>OR</b></p> <p>STA256H5 Probability and Statistics I &amp; 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 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 style="text-align: center;"><i>Recommended: MGT262H5 Psychology at Work from elective bucket (see third year), register in 2<sup>nd</sup> year</i></p>		

### Third Year

<p>ECO209Y5 Macroeconomic Theory and Policy <i>Prerequisite: ECO101H5 (63%) &amp; ECO102H5 (63%)</i></p> <p style="text-align: center;"><b>OR</b></p> <p>Only in <b>Summer</b> ECO202Y5 Macroeconomic Theory and Policy <i>Prerequisite: ECO101H5 (63%) and ECO102H5 (63%)</i></p> <p style="text-align: center;"><b>OR</b></p> <p>ECO208Y5 Macroeconomic Theory <i>Prerequisite: ECO101H5 (70%) and ECO102H5 (70%) and MAT133Y5 (80%) or equivalent</i></p>	<p style="text-align: center;">0.5 Degree Elective</p> <p style="text-align: center;"><i>Recommended: upper year ECO</i></p>	<p style="text-align: center;">0.5 Degree Elective</p>	<p style="text-align: center;">0.5 Degree Elective</p>	<p style="text-align: right; color: orange;">Select 1.0 credits from the following list MGT262 can be taken in 2<sup>nd</sup> year</p> <div style="border: 1px solid blue; padding: 5px; margin-bottom: 5px;">MGT262H5 Psychology at Work</div> <div style="border: 1px solid blue; padding: 5px; margin-bottom: 5px;">MGT363H5 Designing Effective Organizations</div> <div style="border: 1px solid blue; padding: 5px; margin-bottom: 5px;">MGT371H5 Business Technology Management</div> <div style="border: 1px solid blue; padding: 5px; margin-bottom: 5px;">MGT374H5 Operations Management  <i>Prerequisite: ECO220Y5 or MGT218H5 or (STA256H5 and STA258H5/STA260H5)</i></div> <div style="border: 1px solid blue; padding: 5px;">MGT393H5 Legal Environment of Business  I</div>
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### 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 or MGM252H5 and MGT218H5/ECO220Y5/STA221H5</i></p>	<p style="text-align: center;">0.5 credit in ECO at 300/400 level</p>	<p>MGT354H5 Consumer Behaviour <i>Prerequisite: MGT252H5</i></p> <hr/> <p>MGT355H5 Pricing <i>Prerequisite: MGT252H5</i></p> <hr/> <p>MGT450H5 Digital Marketing <i>Prerequisite: MGT252H5</i></p> <hr/> <p>MGT456H5 Marketing Ethics <i>Prerequisite: MGT353H5</i></p> <hr/> <p>MGT457H5 Business to Business Marketing <i>Prerequisite: MGT353H5</i></p> <hr/> <p>MGT458H5 Big Data and Marketing Analysis <i>Prerequisite: 1.0 credit at the 300/400 level (MGT or MGM)</i></p> <hr/> <p>CCT260H5 Web Culture and Design <i>Prerequisite: CCT109H5 and CCT110H5</i></p>	<p>CCT302H5 Developing and Managing Communication Campaigns and Projects  <i>Prerequisite: A minimum of 8.0 credits.</i></p> <hr/> <p>CCT356H5 Online Advertising and Marketing  <i>Prerequisite: CCT260H5</i></p> <hr/> <p>CCT456H5 Analysis and Visualization of Open Data  <i>Prerequisite: CCT356H5</i></p> <hr/> <p>GGR252H5 Retail Geography  <i>Prerequisite: 4.0 credits</i></p>
<p>MGT453H5 Marketing Research</p> <p><i>Prerequisite: MGT353H5 and [(MGT218H5 or ECO220Y5 or ECO227Y5 or (STA256H5 and STA258H5/STA260H5)]</i></p>	<p style="text-align: center;">0.5 credit in ECO at 300/400 level</p>	<p style="text-align: center;">0.5 credit in ECO at 300/400 level</p>		