# **ERSPE2380 Marketing Specialist Program Map (BCom)**

#### First Year

MAT133Y5 Calculus and Linear Algebra for Commerce (63% min.)

OR

MAT135H5 Differential Calculus & MAT136H5 Integral Calculus (63% min. in **each** course) ECO101H5
Principles of
Microeconomics
and
ECO102H5
Principles of
Macroeconomics
(63% min. in each
course)

OR ECO100Y5 Introduction to Economics (63% min.) MGM101H5 Introduction to Management Functions (63% min.)

MGT120H5 Introduction to Financial Accounting (63% min.) 1.0 Humanities Credit

(Recommended)

1.0 Elective Credit

Recommended: CCT109H5 & CCT110H5

### **Second Year**

\*ECO204Y5
Microeconomic Theory
and Applications (for
Commerce and
Management)

OR

Only in Summer
\*ECO200Y5
Microeconomic Theory

OR

\*ECO206Y5 Microeconomic Theory \*ECO220Y5 Introduction to Data Analysis and Applied Econometrics

OR

\*ECO227Y5 Foundations of Econometrics

OR

\*STA256H5 Probability and Statistics I & STA258H5 Statistics with Applied Probability

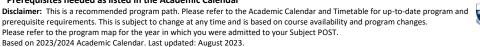
OR

\*STA256H5 Probability and Statistics I & STA260H5 Probability and Statistics II \*MGT220H5 Intermediate Accounting I

MGT231H5 Business Finance MGT201H5 Coding for Business

\*MGT223H5 Managerial Accounting I \*MGT232H5 Business Finance II MGT252H5 Principles of Marketing

<sup>\*</sup>Prerequisites needed as listed in the Academic Calendar





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#### **Third Year** Select 0.5 credits from the following list \*ECO209Y5 \*MGT450H5 MGT262H5 Psychology Macroeconomic Theory 0.5 Degree **Digital Marketing** at Work OR and Policy 0.5 Credit in Elective ECO at \*MGT451H5 OR MGT363H5 Designing 300/400 level Recommended: **Business Strategy Effective Organizations** upper year **ECO** for the Digital Only in Summer Economy \*ECO202Y5 MGT371H5 Business Macroeconomic Theory and Policy **Technology Management** OR \*ECO208Y5 Macroeconomic Theory \*MGT301H5 \*MGT374H5 Operations Coding and \*MGT353H5 Management 0.5 Degree Data Introduction Elective Management to Marketing for Business Management **Analytics** MGT393H5 Legal **Environment of Business**

# Fourth Year

Select 2.0 credits from the following list -Courses cannot be double counted \*MGT354H5 Consumer Behaviour \*CCT302H5 Developing and Managing Communication \*MGT455H5 \*MGT355H5 Pricing Campaigns and \*MGT452H5 Marketing 0.5 credit in Projects. Marketing and Consulting: ECO at 300/400 Behavioural Models for level **Economics** \*MGT450H5 Digital Marketing **Analysis** \*CCT356H5 Online Advertising and Marketing \*MGT373H5 Predictive Analytics \*MGT451H5 Business Strategy for \*CCT456H5 Analysis the Digital Economy and Visualization of Open Data \*MGT453H5 0.5 credit in 0.5 credit in \*MGT458H5 Big Data and Marketing ECO at 300/400 ECO at 300/400 Marketing Analysis Research level level \*GGR252H5 Retail Geography \*CCT260H5 Web Development and Design I