



# Faculty of the Professions 2021 Study Plan Bachelor of Business in Digital Marketing and Communication

Level I			
<a href="#">ENTREP 1000</a> Business Lifecycles	<a href="#">ENTREP 1002</a> Personal Professional Development	<a href="#">ENTREP 1011</a> Entrepreneurship Foundations and Mindset	<a href="#">ECON 1008</a> Data Analytics I
<a href="#">MARKETNG 1001</a> Introduction to Marketing	Foundations course level I OR Elective	Foundations course level I OR Elective	Foundations course level I OR Elective
Level II			
<a href="#">MARKETNG 2001</a> Digital Media in Business	<a href="#">MARKETNG 2501</a> Consumer Behaviour	Minor or elective level II/III	Minor or elective level I/II
<a href="#">MARKETNG 2506</a> Building and Managing Brands (prerequisite – Introduction to Marketing)	<a href="#">COMMLAW 2503</a> Company and Business Law	Minor or elective level II/III	Minor or elective level I/II
Level III			
<a href="#">MARKETNG 3007</a> Content Creation and Management	<a href="#">MDIA 3441</a> Advanced Digital Promotion	Broadening Elective II/III	Broadening Elective II/III
<a href="#">MARKETNG 3008</a> Data Driven Customer Engagement	<a href="#">MARKETNG 3005</a> Marketing Communications in a Digital World	Broadening Elective II/III	<b>Capstone course</b> (eChallenge, internship, industry project, study tour)

ALL COURSES ARE WORTH 3.00 UNITS UNLESS SPECIFIED OTHERWISE

#### Academic Program

To qualify for the degree of Bachelor of Business, the student must complete satisfactorily a program of study consisting of the following requirements with a combined total of not less than 72 units, comprising:

1. Level I courses not exceeding 30 units
2. Core courses to the value of 12 units
3. A major
4. Capstone course to the value of at least 3 units
5. Broadening Electives to the value of 9 units

#### Elective courses

Students may include electives from any Undergraduate courses offered by the University that are available to the students. All students must include 9 units of Broadening Electives except for students completing a double major in Digital Marketing & Communications and International Business, Digital Marketing & Communications and Management, or International Business and Management.