



Level I			
ENTREP 1000 Business Lifecycles	ENTREP 1002 Personal Professional Development	ENTREP 1011 Entrepreneurship Foundations and Mindset	ECON 1008 Data Analytics I
MARKETNG 1001 Introduction to Marketing	Foundations course level I OR Elective	Foundations course level I OR Elective	Foundations course level I OR Elective
Level II			
MARKETNG 2010 Marketing Strategy (prerequisite Introduction to Marketing)	MARKETNG 2501 Consumer Behaviour	Minor or elective level II/III	Minor or elective level I/II
MARKETNG 2002 Marketing Analytics (prerequisite Data Analytics)	COMMLAW 2503 Company and Business Law	Minor or elective level II/III	Minor or elective level I/II
Level III			
MARKETNG 3006 Delivering Customer Insights (prerequisite Introduction to Marketing)	MARKETNG 3501 Marketing to the World (prerequisite Introduction to Marketing)	Broadening Elective II/III	Broadening Elective II/III
MARKETNG 3504 Service Design and Marketing (prerequisite Introduction to Marketing)	MARKETNG 3004 Marketing Planning Project (prerequisite Marketing Strategy)	Broadening Elective II/III	Capstone course (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 Commerce, 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

2.1.2 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 Accounting and Corporate Finance, Accounting and Marketing, or Corporate Finance and Marketing.