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| programplan2003.jpg |
| [**Program Requirements**](http://calendar.athabascau.ca/undergrad/2003/page03_14_01.html) | [**Advising Services**](../../index.php) | [**2003/2004 Program Plans**](../03%20index%20files/pplans03.php) | [**Glossary**](http://calendar.athabascau.ca/undergrad/2003/page12.html) |
| FOR 60 BLOCK CREDIT TRANSFER – 2-3 year Business DiplomasThe program plans are intended to assist you in planning a program.  Please refer to the official [regulations](http://calendar.athabascau.ca/undergrad/2003/page03_14_01.html).

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| **Bachelor of Management - Marketing Major - Post Diploma - 4 Year (120 credits)** |
| **2003/2004 Calendar Requirements -** effective Sept. 1, 2003 |
| **Level** | **Credits** | **Course** | **Requirement** | **Status\*** | **Comments\*\*** |
| Senior | 3 | [ADMN404](http://www.athabascau.ca/html/syllabi/admn/admn404.htm) | Required |  |  |
| Senior | 6 | [CMIS351](http://www.athabascau.ca/html/syllabi/cmis/cmis351.htm) | Required  |  |  |
| Senior  | 9 | [ECOM320](http://www.athabascau.ca/html/syllabi/ecom/ecom320.htm) | Required |  |  |
| Senior  | 12 | [ECON301](http://www.athabascau.ca/html/syllabi/econ/econ301.htm) | Required |  |  |
| Senior  | 15 | [ADMN417](http://www.athabascau.ca/html/syllabi/admn/admn417.htm) | Required  |  |  |
| Senior  | 18 | [MGSC301](http://www.athabascau.ca/html/syllabi/mgsc/mgsc301.htm) or [MATH215](http://www.athabascau.ca/html/syllabi/math/math215.htm) or [MATH216](http://www.athabascau.ca/html/syllabi/math/math216.htm) | Required  |  |  |
| Senior  | 21 | [HMRT386](http://www.athabascau.ca/html/syllabi/hrmt/hrmt386.htm) or [ORGB386](http://www.athabascau.ca/html/syllabi/orgb/orgb386.htm) | Required  |  |  |
| Senior  | 24 | [MKTG406](http://www.athabascau.ca/html/syllabi/mktg/mktg406.htm) | Required |  |  |
| Senior | 27 | [MKTG440](http://www.athabascau.ca/html/syllabi/mktg/mktg440.htm) | Required  |  |  |
| Senior  | 30 | [MKTG466](http://www.athabascau.ca/html/syllabi/mktg/mktg466.htm) | Required  |  |  |
| Jr/Sr | 33 | [Sr. MKTG,](http://www.athabascau.ca/course/ug_subject/list_im.php#mktg) or [ENTP212](http://www.athabascau.ca/html/syllabi/entp/entp212.htm), or [ACCT356](http://www.athabascau.ca/html/syllabi/acct/acct356.htm) or [MGSC405](http://www.athabascau.ca/html/syllabi/mgsc/mgsc405.htm) | Elective |  | 1 of 4 choices |
| Jr/Sr | 36 | [Sr. MKTG,](http://www.athabascau.ca/course/ug_subject/list_im.php#mktg) or [ENTP212](http://www.athabascau.ca/html/syllabi/entp/entp212.htm), or [ACCT356](http://www.athabascau.ca/html/syllabi/acct/acct356.htm) or [MGSC405](http://www.athabascau.ca/html/syllabi/mgsc/mgsc405.htm) | Elective |  | 1 of 4 choices  |
| Senior  | 39 |  | Option |  | [Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/businessadmin.php) |
| Jr/Sr | 42 |  | Option \*\*\* |  | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Jr/Sr | 45 |  | Option \*\*\* |  | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php)  |
| Senior | 48 |  | Option  |  | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 51 |  | Option  |  | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior  | 54 |  | Option  |  | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior  | 57 |  | Option  |  | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |
| Senior | 60 |  | Option  |  | [Non Business & Administrative Studies](http://www.athabascau.ca/course/ug_area/nonbusinessadm.php) |

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| \* Status: You may wish to indicate if a course is completed, in progress or transferred.  |
| \*\* Comments: You may wish to include replacement courses or pre-requisites in this area.  |
| \*\*\* Among the above options, students must select 9 credits (3 courses) of critical perspectives courses from the following courses:  [PSYC300](http://www.athabascau.ca/html/syllabi/psyc/psyc300.htm), [GOVN400](http://www.athabascau.ca/html/syllabi/govn/govn400.htm), [GOVN403](http://www.athabascau.ca/html/syllabi/govn/govn403.htm), [IDRL305](http://www.athabascau.ca/html/syllabi/idrl/idrl305.htm), [IDRL312](http://www.athabascau.ca/html/syllabi/idrl/idrl312.htm), [PHIL252](http://www.athabascau.ca/html/syllabi/phil/phil252.htm), POLI380 (In Development), [PSYC379](http://www.athabascau.ca/html/syllabi/psyc/psyc379.htm), [WMST321](http://www.athabascau.ca/html/syllabi/wmst/wmst321.htm), [SOCI300](http://www.athabascau.ca/html/syllabi/soci/soci300.htm) |

 Content: [Advising Services](../../index.php)Last updated: November 19, 2004 |