

Business Administration Diploma - Digital Marketing Major Schedule

This schedule can be used to plan the sequence of courses to meet the graduation requirements. A full course load per term includes 5 courses. Students may elect to take fewer courses each term; however, it will take longer to complete the program. If you need help planning your schedule, contact a Student Engagement Officer at

CSBstudentadvising@bowvalleycollege.ca

Course Delivery: C - Classroom. O - Online. B - Blended

Foundation Courses (Courses may be subject to availability)		Prerequisites	17FALL	18WINT	18SPRI	18FALL
ACCT1103	Introduction to Financial Accounting (17FALL Learners)		C, O	C, O	C, O	C, O
MGMT1101	Introduction to Management		C, O	C, O	C, O	C, O
MGMT1201	Business Communication		C, O	C, O	C, O	C, O
MGMT1302	Computer Applications		C, O	C, O	C, O	C, O
MKTG1101	Introduction to Marketing		C, O	C, O	C, O	C, O
HRES1101	Organizational Behaviour		C, O	C, O	C, O	C, O
MGMT1401	Microeconomics		C, O, B	C, O, B	C, O, B	C, O, B
MGMT1501	Business Mathematics		C, O	C, O	C, O	C, O
MGMT1601	Business Law <i>*Available online only</i>		O	O	O	O
Plus: ONE 3-credit course from Business Administration Electives (MGMT1102 or any 2000-level course)						

Digital Marketing Major Courses (Courses may be subject to availability)		Prerequisites	17FALL	18WINT	18SPRI	18FALL
DESN2301	User Experience Design		C	C		C
DESN2202	Introduction to Digital Media Production		C	C		C
DATA2301	Fundamentals of Digital Marketing Analytics		C	C		C
MGMT2101	Project Management		C, O	O	O	C, O
MKTG2303	Integrated Marketing Communications			C, O	O	O
MGMT2998	Business Strategy	MGMT1101, MKTG1101, ACCT1103 or ACCT1101, MGMT1501	C, O	C, O	C, O	C, O
Plus: ONE course from the following list						
DESN2201	Introduction to Web Design for Digital Marketing		C	C		C
SODV2204	Introduction to Web Development for Digital Marketing		C	C		C
Plus: TWO courses from the following list						
DESN2201	Introduction to Web Design for Digital Marketing		C	C		C
SODV2204	Introduction to Web Development for Digital Marketing		C	C		C
PREL2101	Introduction to Public Relations		C			C
PREL2103	PR and Digital Media		C	O	O	C, O

PREL2104	Writing for Public Relations	MGMT1201 <i>*minimum grade of B</i>	C			C
PREL2202	Communication Research & Planning			C		
PREL2204	Building and Maintaining Stakeholder Relations			C		
MKTG2101	Consumer Behaviour	MKTG1101	C			C
MKTG2102	Global Marketing	MKTG1101	C			C
MKTG2302	Advertising			C, O	O	O
MGMT2801	International Business		C			C
Plus: ONE 3-credit course from Business Administration Electives (MGMT1102 or any 2000-level course)						

Co-op Work Term Option for all Majors (Speak to a Student Engagement Officer regarding eligibility)		Prerequisites	17FALL	18WINT	18SPRI	18FALL
COOP9997 **OPTIONAL	Co-op Preparation (0 credits)	Completion of 30 credits in the Business Administration Diploma program	O	O	O	O
COOP9998 **OPTIONAL	Co-op Work Term (0 credits) (Based on program start)	*Minimum 3.0 GPA *Achieve a B or higher in MGMT1201 Business Communication and MGMT1302 Computer Applications *Complete Test of Workplace Essential Skills (TOWES) *Complete Co-op Application Process *Complete 30 program course credits *Complete the Co-op Preparation Course (COOP9997) *Receive departmental approval	Available to students who secure a work position	Available to students who secure a work position	Available to students who secure a work position	Available to students who secure a work position