

B012 - Business - Marketing

	AAL	Course Code	Course Title	Course Weight	Delivery			
					In-Person	Hybrid	Online	Clinical
1	1	ACC110	Accounting Concepts I	3			Х	
2	1	BUS108	Introduction To Canadian Business	3			Х	
3	1	ECN210	Microeconomics	3			Х	
4	1	MTH146	Mathematics Of Personal Finance	4			Х	
5	1	MGN105	Introduction To Human Resources	3			Х	
6	1	COM103	Business Communications I	3			Х	
7	2	ACC210	Accounting Concepts II	3			Х	
8	2	ECN110	Macro Economics	3			Х	
9	2	MRK202	Introduction To Canadian Marketing	3			Х	
10	2	ELEC1030	Choose 1 Elective Course	3			Х	
11	2	MTH237	Statistical Concepts	3			Х	
12	2	COM203	Business Communications 2	3			Х	
13	2	BUS207	Basic Spreadsheeting	2			Χ	
14	4	MGN310	Organizational Behaviour	3			X	
15	4	MRK420	Marketing Research	3			Х	
16	4	MRK427	Marketing Research Projects	3			Х	
17	4	MRK436	Integrated Marketing Communications	3			Х	
18	4	ELEC1030	Choose 1 Elective Course	3			Х	
19	4	MRK439	Social Media Marketing	3			Х	
20	4	MRK451	Careers In Marketing	2			Х	

^{*} Hybrid is a combination of online and face to face delivery