

Temporary Delivery Due to the COVID19 Pandemic

B009 - Business Administration - Marketing								
	AAL	Course Code	Course Title	Course Weight	Delivery			
					In-person	Hybrid	Online	Clinical
1	1	ACC110	Accounting Concepts I	3			X	
2	1	BUS108	Introduction To Canadian Business	3			X	
3	1	ECN110	Macro Economics	3			X	
4	1	MTH146	Mathematics Of Personal Finance	4			X	
5	1	MGN105	Introduction To Human Resources	3			X	
6	1	COM103	Business Communications I	3			X	
7	2	ACC210	Accounting Concepts II	3			X	
8	2	ECN210	Microeconomics	3			X	
9	2	MRK202	Introduction To Canadian Marketing	3			X	
10	2	ELEC1030	Choose 1 Elective Course	3			X	
11	2	MTH237	Statistical Concepts	3			X	
12	2	COM203	Business Communications 2	3			X	
13	2	BUS207	Basic Spreadsheets	2			X	
14	3	MRK311	Program & Event Planning	3			X	
15	3	MRK317	Multimedia Sales Presentations	4		X		
16	3	MRK325	Advertising Management	3			X	
17	3	MRK332	Supply Chain Management	3			X	
18	3	MRK340	Techno Marketing	3			X	
19	3	ELEC1030	Choose 1 Elective Course	3			X	
20	4	MGN310	Organizational Behaviour	3			X	
21	4	MRK420	Marketing Research	3			X	
22	4	MRK419	Marketing Research Projects	2			X	
23	4	MRK432	Marketing Management	3		X		
24	4	ELEC1030	Choose 1 Elective Course	3			X	
25	4	MRK434	Marketing Design Technologies	2			X	
26	4	MRK451	Careers In Marketing	2			X	
27	5	BUS300	Business Law	3			X	
28	5	MRK517	Merchandising Management II	3			X	
29	5	MRK520	Marketing Cases	3			X	
30	5	MRK525	Consumer Behaviour	3			X	
31	5	MRK532	Strategic Marketing Management	3			X	
32	5	MRK540	Business Strategies	3			X	
33	6	MRK639	Digital Marketing	3			X	

* Hybrid is a combination of online and face to face delivery

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34	6	MRK605	Applied Marketing Simulation	3			X	
35	6	MRK618	Internship Prep. & Assessment	1			X	
36	6	MRK609	Internship	9			X	
37	6	MRK680	Global Marketing Environments	3			X	
38	6	MRK672	Sports & Events Marketing	3			X	
39	6	MRK641	Sales Negotiations & Ethics	3			X	

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