

FACULTY IN MANAGEMENT AND SOCIAL SCIENCES
Bachelor Degree in Business Administration (Major Marketing)
full-time Program Sequence / Estimate

Name:
 Student ID #:
 Mailing Address:
 Email Address
 Phone Number:



Year 1

Semester I		Cr	Exam Fee	Tuition	Total
ACTG3015	Principles of Managerial Accounting	3	\$5.00	\$348.00	
MGMT3155	Socio Economic Dev't	3	\$5.00	\$348.00	
MATH3032	Business Calculus	3	\$5.00	\$348.00	
MGMT3105	Human Resource Mgmt.	3	\$5.00	\$348.00	
CMPS3012	Mgmt. Info. System	3	\$5.00	\$348.00	
MATH3025	Business Statistics 2	3	\$5.00	\$348.00	
		18	\$30.00	\$2,088.00	\$2,118.00
	Base Fees				\$417.00
	Total Semester Cost				\$2,535.00

Year 2

Semester I		Cr	Exam Fee	Tuition	Total
MKTG4115	Marketing Research	3	\$5.00	\$348.00	
MKTG4015	Marketing Management	3	\$5.00	\$348.00	
MKTG4035	Integrated Marketing Communication	3	\$5.00	\$348.00	
MKTG4030	Consumer Behavior	3	\$5.00	\$348.00	
MKTG4025	International Marketing Management	3	\$5.00	\$348.00	
MKTG4125	Digital Marketing	3	\$5.00	\$348.00	
		18	\$30.00	\$2,088.00	\$2,118.00
	Base Fees				\$417.00
	Total Semester Cost				\$2,535.00

Semester II		Cr	Exam Fee	Tuition	Total
RSCH4015	Research Methods for the Social Sciences	3	\$5.00	\$348.00	
MGMT4015	Innovation & Small Business Dev't	3	\$5.00	\$348.00	
ECON4015	Managerial Economics	3	\$5.00	\$348.00	
FNAN3035	Financial Management	3	\$5.00	\$348.00	
MGMT4105	Productions & Operations Mgmt.	3	\$5.00	\$348.00	
MGMT3015	Organizational Behaviour	3	\$5.00	\$348.00	
		18	\$30.00	\$2,088.00	\$2,118.00
	Base Fees				\$407.00
	Total Semester Cost				\$2,525.00

Semester II		Cr	Exam Fee	Tuition	Total
MGM4155	Business Strategy & Policy	3	\$5.00	\$348.00	
MGMT4023	Decision-making Policies and Practices	3	\$5.00	\$348.00	
MKTG4205 orMKTG4995	Undergraduate Marketing Internship or Thesis	12	\$5.00	\$1,392.00	
		18	\$15.00	\$2,088.00	\$2,103.00
	Base Fees				\$407.00
	Total Semester Cost				\$2,510.00
TOTAL CREDIT HOURS		72			
TOTAL ESTIMATED COST FOR PROGRAM					\$10,105.00

**Please note the following:

- Program Sequence is subject to change
- Tuition and fees are subject to change
- Rates applied in 2020/21 will also be applied in 2021-22