

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

---

Documentation (Approvals etc...)

Honours Bachelor of Commerce - Digital  
Marketing

---

2018

### **BDM1 Curriculum Modification for 2019-20**

Fanshawe College

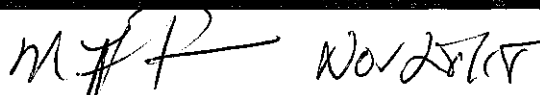
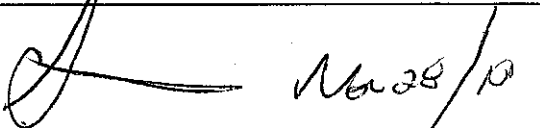
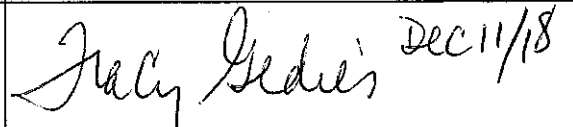

Follow this and additional works at: [https://first.fanshawec.ca/  
cae\\_business\\_honsbachofcommercedigitalmarketing\\_documentation](https://first.fanshawec.ca/cae_business_honsbachofcommercedigitalmarketing_documentation)

---

# CURRICULUM MODIFICATION REQUEST FORM

## COURSE OR PROGRAM CURRICULUM "RATIONALE FOR CHANGE"

### Program Requiring Changes

Program Title: Bachelor of Commerce (Digital Marketing)		
Program Number: BDM1	Date Submitted: 11/26/2018	
Dean responsible for program: Mary Pierce	Chair: Lisa Schwerzmann	
Credential Provided: <input type="checkbox"/> Declaration of Academic Achievement <input type="checkbox"/> Local Certificate <input type="checkbox"/> Ontario College Certificate <input type="checkbox"/> Diploma <input type="checkbox"/> Advanced Diploma <input type="checkbox"/> Grad Certificate <input checked="" type="checkbox"/> Degree <input type="checkbox"/> Apprenticeship		
Program Intakes: <input checked="" type="checkbox"/> F <input type="checkbox"/> W <input type="checkbox"/> S   Other:	Catalogue Year(s) Impacted: 2019/2020	
Residency Requirement: <input checked="" type="checkbox"/> Met or <input type="checkbox"/> Not Met	Date of Last Program Review: N/A – Beginning first review January 2019	
<i>I have read the reasons for the change and...</i>		<i>Signature and date</i>
Dean of Faculty (Lead program):	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	 Nov 26/18
Dean of Faculty (Affiliate program-impacted by change):	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	 Nov 28/18
Dean of Faculty (Affiliate program-impacted by change):	<input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
Senior Vice President Academic (required for major changes and late DAs):	<input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
Director, Centre for Academic Excellence:	<input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	 Dec 11/18
Office of the Registrar:	<input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	 Dec 5/18
Notes: This change is to identify COMM-7018 Professional Communication in a Diverse World as a core course (vs. non-core course) in this program. COMM-7018 is a core course in the other three Bachelor of Commerce Degrees. This will ensure the required 80:20 ratio of core:non-core courses is met.		

Program	Humanities	Social Sciences	Global Culture	Science	Math	Non-core credit hours/total credit hours	% of total program credit hours	Non-core hours/total hours	% of total program hours
<b>Honours Bachelor of Commerce (Accounting)</b> 2 mandatories [6 credits] 7 electives [21 credits]	COMM-7021 Electives offered as per A126 (i.e., levels and fields of study)	Electives offered as per A126 (i.e., levels and fields of study)	LIBS-7001 Electives offered as per A126 (i.e., levels and fields of study)	Electives offered as per A126 (i.e., levels and fields of study)	Electives offered as per A126 (i.e., levels and fields of study)	27/138	19.57%	405/2061	19.65%
<b>Honours Bachelor of Commerce (Digital Marketing)</b> 3 mandatories <sup>3</sup> [9 credits] 7 electives [21 credits]	COMM-7021 COMM-7018 <sup>3</sup> Electives offered as per A126 (i.e., levels and fields of study)	Electives offered as per A126 (i.e., levels and fields of study)	LIBS-7001 Electives offered as per A126 (i.e., levels and fields of study)	Electives offered as per A126 (i.e., levels and fields of study)	Electives offered as per A126 (i.e., levels and fields of study)	30 <sup>4</sup> /132	<del>22.73%</del> 20.45% with more	450/1971	22.83%

→ move to core

<sup>4</sup> This is the only B.Comm. degree that counts this course as "non-core." The rest count this course as "core," which I believe is correct. We would need to move this course to core, and then the remaining non-core curriculum will comprise 27 credits or 20.45% breadth content, measured by credit hour.

Program	Humanities	Social Sciences	Global Culture	Science	Math	Non-core credit hours/total credit hours	% of total program credit hours	Non-core hours/total hours	% of total program hours
<b>Honours Bachelor of Commerce (Human Resources Management)</b>  2 mandatories [6 credits] 7 electives [21 credits]	COMM-7021	Electives offered as per A126 (i.e., levels and fields of study)	LIBS-7001	Electives offered as per A126 (i.e., levels and fields of study)	Electives offered as per A126 (i.e., levels and fields of study)	27/132	20.45%	405/1961	20.65%
	Electives offered as per A126 (i.e., levels and fields of study)		Electives offered as per A126 (i.e., levels and fields of study)						
<b>Honours Bachelor of Commerce (Management)</b>  2 mandatories [6 credits] 7 electives [21 credits]	COMM-7021	Electives offered as per A126 (i.e., levels and fields of study)	LIBS-7001	Electives offered as per A126 (i.e., levels and fields of study)	Electives offered as per A126 (i.e., levels and fields of study)	27/131	20.61%	405/1956	20.71%
	Electives offered as per A126 (i.e., levels and fields of study)		Electives offered as per A126 (i.e., levels and fields of study)						

2019/20  
 Catalog: 2018/2019

**Degree Audit Report**

**Program:** BDM1 **Name:** Honours Bachelor of Commerce (Digital Marketing)  
**Department:** BUS - Kinlin School of Business  
**Academic Level:** DG  
**CCD:** 4 - 4 Year Degree-Applied & Collab  
**Credential:** Honours Degree  
**Grade Scheme:** LG2  
**Major:** BDM1 - Bach. of Comm (Digital Mktg) **Div:** BUS - Business and Management  
**Co-Op Indicator:** N/A

**Academic Program Requirement**

---

**Total Credits:** 133.00 **Residency Reqmt:** 34.00  
**GPA Requirement:** 2.00 **Residency Reqmt GPA:** 2.00  
**Minimum Grade:** D

**Academic Requirement:** BDM1.1.8 Bachelor of Commerce (Digital Marketing)

---

**Major:** BDM1  
**Grade Scheme:** LG2  
**Minimum GPA:** 2.00  
**Minimum Grade:**

**Subrequirement:** Core Courses

Take all of the following Mandatory (Core) Courses: The Minimum Cumulative GPA for Core Courses is 2.5 < (Students who complete BMK Level 4 and enter Level 5 of the BDM program must also complete COMM-7021, LIBS-7001, MGMT-7008, MGMT-7011, ACCT-7014, LAWS-7002, MGMT-7007 and a General Education Elective course from previous levels of the program) < (Students who complete BAM Level 6 and enter Level 7 of the BDM program must also complete COMM-7021, LIBS-7001, MGMT-7008, MGMT-7011, MGMT-7016, FINA-7006, MGMT-7007, LAWS-7002, ACCT-7014 and 2 General Education Elective courses from previous levels of the program) <

**Group 1**  
**LEVEL 1** In addition to the following mandatory courses, please refer to the Non-Core Level 1 requirement below

		<b>Total Hours</b>	<b>Total Credits</b>	<b>GE</b>
MATH-7007	Mathematics for Decision Making	60.00	4.00	
ACCT-7002	Accounting 1-Intro	60.00	4.00	
COMP-7012	Computer Applications for Business	45.00	3.00	
MGMT-7006	Management Fundamentals	45.00	3.00	

**Group 2**  
**LEVEL 2** In addition to the following mandatory courses, please refer to the Non-Core Level 2 requirement below

		<b>Total Hours</b>	<b>Total Credits</b>	<b>GE</b>
MKTG-7001	Marketing 1	45.00	3.00	
ECON-7005	Microeconomics	45.00	3.00	
SYST-7001	Business Information Systems	45.00	3.00	
COMM-7018	Professional Comm. in a Diverse World	45.00	3.00	

**Group 3**  
**LEVEL 3** In addition to the following mandatory courses, please refer to the Non-Core Level 3 requirement below

### Degree Audit Report

		<b>Total Hours</b>	<b>Total Credits</b>	<b>GE</b>
ACCT-7014	Accounting for Managers	60.00	4.00	
ECON-7006	Macroeconomics	45.00	3.00	
MGMT-7007	Human Resources Management	45.00	3.00	
METH-7022	Statistics for Business	45.00	3.00	
MGMT-7011	Leaders & Leadership	45.00	3.00	

**Group 4**

**LEVEL 4** In addition to the following mandatory courses, please refer to the Non-Core Level 4 requirement below

		<b>Total Hours</b>	<b>Total Credits</b>	<b>GE</b>
LAWS-7002	Business Law	45.00	3.00	
MGMT-7008	Operations Management	45.00	3.00	
MGMT-7009	Principles of Organizational Behaviour	45.00	3.00	
MKTG-7002	Marketing 2	45.00	3.00	

**Group 5**

**LEVEL 5** In addition to the following mandatory courses, please refer to the Non-Core Level 5 requirement below

		<b>Total Hours</b>	<b>Total Credits</b>	<b>GE</b>
FINA-7006	Financial Management	45.00	3.00	
METH-7024	Applied Research Methods	45.00	3.00	
MKTG-7003	Strategic Website Management	45.00	3.00	
MKTG-7004	Brand Management & Media Integration	45.00	3.00	

**Group 6**

**LEVEL 6** In addition to the following mandatory courses, please refer to the Non-Core Level 6 requirement below

		<b>Total Hours</b>	<b>Total Credits</b>	<b>GE</b>
MKTG-7005	Search Engine Marketing	45.00	3.00	
MKTG-7006	Customer Behaviour	45.00	3.00	
MKTG-7007	Digital Marketing	45.00	3.00	
MGMT-7016	Managing Programs & Projects	45.00	3.00	

**Group 7**

**LEVEL 7** In addition to the following mandatory courses, please refer to the Non-Core Level 7 requirement below

		<b>Total Hours</b>	<b>Total Credits</b>	<b>GE</b>
MKTG-7011	Advanced Topics In Digital Marketing	45.00	3.00	
MKTG-7008	Marketing & Metrics & Analysis	45.00	3.00	
MKTG-7009	Managing Customer Relationships	45.00	3.00	
ENTP-7001	Business Entrepreneurship	45.00	3.00	
COOP-1021	Co-Op Educ. Employment Prep	6.00	1.00	

**Group 8**

**LEVEL 8** In addition to the following mandatory courses, please refer to the Non-Core Level 8 requirement below

		<b>Total Hours</b>	<b>Total Credits</b>	<b>GE</b>
--	--	------------------------	--------------------------	-----------

**Degree Audit Report**

MKTG-7010	Current Issues in Marketing	45.00	3.00
MGMT-7024	Global Strategy & e-Commerce	45.00	3.00
MGMT-7025	Capstone Client Project	45.00	3.00
MGMT-7023	Strategic Policy & Planning	45.00	3.00
COOP-5001	Degree Co-Op Integration	30.00	2.00

Group 9  
Co-op Requirement Students Must Complete 1 Co-op Work Term

<b>Total Hours</b>	<b>Total Credits</b>	<b>GE</b>
1.00	1.00	

COOP-BDM1W BDM1 Co-op Work Term

**Subrequirement: Non-Core Courses**

Take all of the following Mandatory (Non-Core) Courses: The Minimum Cumulative GPA for Non-Core courses is 2.0

Group 1  
LEVEL 1

COMM-7021 Argumentation & Persuasion

<b>Total Hours</b>	<b>Total Credits</b>	<b>GE</b>
45.00	3.00	

Group 2  
LEVEL 2

LIBS-7001 Ethics in a Global Context

<b>Total Hours</b>	<b>Total Credits</b>	<b>GE</b>
45.00	3.00	

~~COMM-7018 Professional Comm. in a Diverse World 45.00 3.00~~ → Core Course.

Group 3

Gen Ed - Electives Take 6 General Education Elective Credits at the Introductory Level from two of the following subjects - Humanities, Social Science, Math, Science Normally taken in Levels 2 and 3

Group 4

Take 6 General Education Elective Credits at the Upper Level (Non-Introductory) - Normally taken in Levels 4 and 5

Group 5

Take 9 General Education Elective Credits at either the Introductory or Upper Level - Normally taken in Levels 6, 7 and 8

**Subrequirement: Program Residency**

Students Must Complete a Minimum of 34 credits in this program at Fanshawe College to meet the Program Residency requirement and graduate from this program

Schuzma  
Approved By/Chief Manager:  
M. J. P.  
Approved by Dean:  
[Signature]  
General Education Approved By (as appropriate):

Kunler, Nov. 26, 2018  
Department and Date:  
Nov 28/18  
Date:  
Nov 28/18  
Date:

TG.  
Dec 11/18