

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Business Administration - Marketing

2018

BAM2 Curriculum Modification for 2018-19

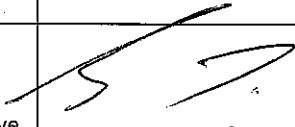
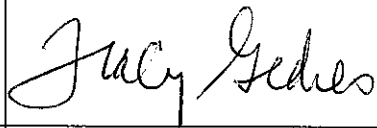
Fanshawe College

Follow this and additional works at: https://first.fanshawec.ca/cae_business_businessadminmarketing_documentation

CURRICULUM MODIFICATION REQUEST FORM

COURSE OR PROGRAM CURRICULUM "RATIONALE FOR CHANGE"

Program Requiring Changes

| | | |
|---|---|---|
| Program Title: Business Administration - Marketing | | |
| Program Number: BAM2 | Date Submitted: 8/16/2018 | |
| 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 checked="" type="checkbox"/> Advanced Diploma <input type="checkbox"/> Grad Certificate <input type="checkbox"/> Degree <input type="checkbox"/> Apprenticeship | | |
| Program Intakes: <input type="checkbox"/> F <input type="checkbox"/> W <input type="checkbox"/> S Other: | Catalogue Year(s) Impacted: 16/17, 17/18 and 2018/19 | |
| Residency Requirement: <input checked="" type="checkbox"/> Met or <input type="checkbox"/> Not Met | Date of Last Program Review: 2016 | |
| <i>I have read the reasons for the change and...</i> <i>Signature and date</i> | | |
| Dean of Faculty (Lead program): | <input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve | <i>See attached email</i> |
| Dean of Faculty (Affiliate program-impacted by change): | <input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve | |
| 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 checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve |  Aug 29/18 |
| Director, Centre for Academic Excellence: | <input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support |  Aug 29/18 |
| Office of the Registrar: | <input type="checkbox"/> Supports <input type="checkbox"/> Does Not Support | |
| Notes: <i>Group 2 courses - revise DA. TJS ✓</i> | | |

Please answer each of the questions below, if applicable. Missing or incomplete information may delay review of the proposed changes.

1.0 Describe proposed change(s). Complete Appendix A (if necessary) and amend SDAR (Refer to Appendix C).

[Students in the Lawrence Kinlin School of Business have participated in The Google Online Marketing Challenge, a global education initiative, for the past seven years. The Challenge has recently been discontinued and replaced with a new initiative – The Google Ad Grants Online Challenge. Fanshawe College was invited to participate in the program’s beta test in Spring 2018. Professor Liz Gray led 5 student volunteer groups working with 5 NGOs from around the world as they each managed a \$10,000 monthly AdWords grant budget. The Fanshawe pilot was a success. Following its successful global beta test, Google has confirmed the program will be offered to educational partners across the world beginning in Summer 2018. The Kinlin School will be participating in the program in Winter 2019. Unlike the \$250 spend in the original AdWords Challenge, the Ad Grants Challenge is a much more complex and sophisticated project with large budgets, international clients, and many risks. These factors make the new Challenge impractical to execute in large class groups. Instead we suggest offering the Challenge in a new 4-hour version of the Community Consultancy Program for students (it will match MGMT5057 - MGMT6117 Search Engine Marketing-Project). Like in other consultancy sections, students will have to apply to participate. Selection will be based on a combination of application letter, personal interview, and prior academic achievement. Those not selected for the Consultancy Program will continue to take the regular Google Course (MGMT5057), but will participate in a project using Stukent, a tool designed to simulate the Google AdWords environment.

2.0 Reason/Rationale for Changes

2.1 The reason for the change is based on:

- A recent program review
- Program Advisory Committee feedback
- Student feedback
- KPI results
- Accreditation or other regulatory requirements
- Shared curriculum
- Trends in the field/industry
- Other (please describe): Google, our educational partner, requires a different format for execution of our AdWords program.

2.2 Does the change support the College’s Strategic Framework (mission, vision, values)?

- Yes

No (If no, please explain)

2.3 What strategic goal(s) does the proposed change support?

Goal 1 - Enhance innovative practices for exceptional student learning

Goal 2 - Manage enrolment growth

Goal 3 - Optimize use of resources

Goal 4 - Build sustainable sources of alternative revenue

3.0 Students

3.1 Will the change affect the cost of the program for students?

Yes

No

3.2 If yes, there will be an additional cost for:

Materials (Include details):

Equipment (Include details):

Other (Please describe):

4.0 Program Learning Outcomes

4.1 Will the proposed change meet the Program Vocational Learning Outcomes? (Complete Appendix B and mark the changes in the mapping [e.g. red font])

Yes

No

4.2 Are there any implications related to progression because of pre-requisite courses (and/or co-requisite courses)?

No

Yes (If yes, please explain)

5.0 Relationships with Other Programs

5.1 Are any of the courses impacted by the change provided by another School (e.g., SLLS, LKSB) and/or delivered at another campus?

No

Yes

5.2 What Schools/Campuses will be impacted by the proposed change?

Lawrence Kinlin School of Business

School of Information Technology

School of Tourism, Hospitality and Culinary Arts

School of Community Studies

- School of Health Sciences
- School of Nursing
- School of Public Safety
- School of Contemporary Media
- School of Design
- School of Language and Liberal Studies
- Donald J. Smith School of Building Technology
- Norton Wolf School of Aviation Technology
- School of Applied Sciences and Technology
- School of Transportation Technology and Apprenticeship
- Continuing Education
- Simcoe/Norfolk Regional Campus
- St Thomas/Elgin Regional Campus
- Woodstock/Oxford Regional Campus
- Huron/Bruce Regional Sites

5.3 Will the change affect pathway agreements (e.g., bridging, articulations, laddering, advanced standing) with other Fanshawe program(s) and/or other institution(s)? (Refer to the pathway agreements listed here: <http://transferagreements.fanshawec.ca/>)

- No
- Yes (If yes, indicate when you will notify the other Fanshawe program(s) and/or other institution(s) and the Pathways Coordinator in the Centre for Academic Excellence of the change)

5.4 If this program is a Co-Operative Education program, will the proposed change impact Co-op?

- No
- Yes (If yes, consult with the Co-op office prior to submission)

6.0 Resource Implications of Proposed Changes

6.1 Will the proposed change have staffing implications?

- No
- Yes (If yes, please explain)

6.2 Will the proposed change impact any of the Enabling areas?

- No
- Yes (If yes, please explain)

6.3 Will the proposed change affect space and/or technology requirements?

- No

Yes (If yes, please explain)

7.0 General College Requirements

7.1 Are changes consistent with Colleges policies?

- Yes
 No (If no, please explain)

7.2 Will the program meet the General Education requirements (Policy 2-B-02) as listed below?

- No
 Yes

| | | |
|---|--|---|
| Local Certificate, Ontario College Certificate and Graduate Certificate - none required) | Diploma - 3 required (minimum of 1 must be an elective) | Advanced Diploma - 4 required (minimum of 2 must be electives) |
|---|--|---|

7.3 Will the program have 25% distinct curriculum to meet the Residency Requirement of 25% credit units? Consider all pathway agreements (e.g., bridging, internal articulations, laddering, advanced standing) with other Fanshawe programs and/or other institutions.

- No
 Yes

Note: In accordance with POLICY NUMBER: 2-B-17 Graduation from Approved College Programs

...to be eligible for any College Credential a student must be enrolled and complete at least 25% of that program's credit units at Fanshawe College, unless stipulated differently by other approving bodies such as the Postsecondary Education Quality Assessment Board (PEQAB).

7.4 Indicate:

- i) Total program hours before proposed change: _____ 1725 _____
ii) Total program hours after proposed change: _____ 1725 _____
iii) Level(s) in which the proposed change(s) occurs: _____ 6th _____

7.4.1 Are the total program hours consistent with the requirements as listed below?

- Yes
 No (If no, please explain)

Local Certificate - 300 hours

Ontario College Certificate - 600 hours

| | |
|---|--|
| Diploma - 1200 to 1400 hours | Advanced Diploma - 1800 to 2100 hours |
| Graduate Certificate - 600 hours | |

APPENDIX A: PROPOSED CURRICULUM MODIFICATION

| Course Code | Existing DA Courses | Total Hours | Total Credits | | Course Code | Proposed DA Courses | Total Hours | Total Credits |
|----------------|---|-------------|---------------|--|--------------|---|-------------|---------------|
| Level 1 | | | | | | | | |
| ACCT-1100 | Principles of Accounting 1 | 45 | 3 | | ACCT-1100 | Principles of Accounting 1 | 45 | 3 |
| WRIT-1032 | Reason & Writing-Business 1 | 45 | 3 | | WRIT-1032 | Reason & Writing-Business 1 | 45 | 3 |
| MKTG-1012 | Principles of Marketing 1 | 45 | 3 | | MKTG-1012 | Principles of Marketing 1 | 45 | 3 |
| MATH-1052 | Business Math | 45 | 3 | | MATH-1052 | Business Math | 45 | 3 |
| BUSI-1060 | Strategies for Success | 15 | 1 | | BUSI-1060 | Strategies for Success | 15 | 1 |
| BUSI-1005 | Introduction to Business Processes | 45 | 3 | | BUSI-1005 | Introduction to Business Processes | 45 | 3 |
| TOTAL | | 240 | 16 | | TOTAL | | 240 | 16 |
| Level 2 | | | | | | | | |
| MKTG-1028 | Secondary Market Research | 45 | 3 | | MKTG-1028 | Secondary Market Research | 45 | 3 |
| MKTG-1054 | Principles of Advertising & Branding | 45 | 3 | | MKTG-1054 | Principles of Advertising & Branding | 45 | 3 |
| MKTG-1094 | Marketing Presentations | 45 | 3 | | MKTG-1094 | Marketing Presentations | 45 | 3 |
| COMP-3077 | Excel for Business-Adv | 45 | 3 | | COMP-3077 | Excel for Business-Adv | 45 | 3 |
| ECON-1005 | Economics 2 | 45 | 3 | | ECON-1005 | Economics 2 | 45 | 3 |
| TOTAL | | 225 | 15 | | TOTAL | | 225 | 15 |
| Level 3 | | | | | | | | |
| COMM-3020 | Professional Communication | 45 | 3 | | COMM-3020 | Professional Communication | 45 | 3 |
| MKTG-3033 | Advertising: Emerging & Traditional | 60 | 4 | | MKTG-3033 | Advertising: Emerging & Traditional | 60 | 4 |
| MKTG-3007 | Selling Fundamentals | 60 | 4 | | MKTG-3007 | Selling Fundamentals | 60 | 4 |
| MKTG-1055 | Marketing Metrics | 45 | 3 | | MKTG-1055 | Marketing Metrics | 45 | 3 |
| COMP-1413 | Adobe Suite for Business | 45 | 3 | | COMP-1413 | Adobe Suite for Business | 45 | 3 |
| TOTAL | | 255 | 17 | | TOTAL | | 255 | 17 |
| Level 4 | | | | | | | | |
| MKTG-1095 | Digital Marketing | 45 | 3 | | MKTG-1095 | Digital Marketing | 45 | 3 |
| MKTG-3032 | Strategic Marketing & Marketing Plan | 45 | 3 | | MKTG-3032 | Strategic Marketing & Marketing Plan | 45 | 3 |
| MATH-1080 | Statistics for Marketing | 45 | 3 | | MATH-1080 | Statistics for Marketing | 45 | 3 |
| MGMT-3041 | Organizational Behaviour | 45 | 3 | | MGMT-3041 | Organizational Behaviour | 45 | 3 |
| MKTG-1093 | Sports, Entertainment & Event Marketing | 45 | 3 | | MKTG-1093 | Sports, Entertainment & Event Marketing | 45 | 3 |
| MGMT-3058 | Retail Management & e-Commerce | 45 | 3 | | MGMT-3058 | Retail Management & e-Commerce | 45 | 3 |
| TOTAL | | 270 | 18 | | TOTAL | | 270 | 18 |
| Level 5 | | | | | | | | |
| MGMT-5005 | Global Marketing | 45 | 3 | | MGMT-5005 | Global Marketing | 45 | 3 |
| MGMT-5056 | Research & Data Analysis | 60 | 4 | | MGMT-5056 | Research & Data Analysis | 60 | 4 |
| COMP-5062 | Web Design for Optimization | 60 | 4 | | COMP-5062 | Web Design for Optimization | 60 | 4 |
| MGMT-5053 | Customer Relationship Management | 45 | 3 | | MGMT-5053 | Customer Relationship Management | 45 | 3 |
| MGMT-5046 | Sales Management | 45 | 3 | | MGMT-5046 | Sales Management | 45 | 3 |

APPENDIX A: PROPOSED CURRICULUM MODIFICATION

| | | | | | | | | |
|--------------|--|------------|-----------|---------------------|--------------|---------------------------------|------------|-----------|
| MKTG-5008 | Nonprofit & Event Marketing | 60 | 4 | | MKTG-5008 | Nonprofit & Event Marketing | 60 | 4 |
| MGMT-5050 | New Media Marketing | 45 | 3 | | MGMT-5050 | New Media Marketing | 45 | 3 |
| MGMT-5074 | Google Analytics | 45 | 3 | | MGMT-5074 | Google Analytics | 45 | 3 |
| MGMT-5057 | Search Engine Marketing & Google Adwords | 60 | 4 | may also substitute | MGMT-6117 | Search Engine Marketing-Project | 60 | 4 |
| TOTAL | | 465 | 31 | | TOTAL | | 465 | 31 |
| Level 6 | | | | | | | | |
| | | | | | | | | |
| TOTAL | | 0 | 0 | | TOTAL | | 0 | 0 |

PROGRAM TOTAL 1200 80

PROGRAM TOTAL 1200 80

Sanchez, Miriam

From: Pierce, Mary
Sent: August 28, 2018 12:08 PM
To: Schwerzmann, Lisa
Cc: Sanchez, Miriam
Subject: Re: URGENT - approval needed for degree audit form

This is approved.

Sent from my iPhone

On Aug 28, 2018, at 11:58 AM, Schwerzmann, Lisa <lschwerzmann@fanshawec.ca> wrote:

Hi Mary,

We need an email from you that we can attach with our degree audit form that you approve of the changes we are making to include the new course that Liz Gray is creating for the students in BAM and MKM. As it is a late degree audit change, they urgently need this and we know you won't be able to sign until later today or tomorrow so CAE has suggested an email approval from you is acceptable.

Thanks,

Lisa

Lisa Schwerzmann, BA, BEd, MA.
Chair (Acting)

Lawrence Kinlin School of Business
1001 Fanshawe College Blvd. London, ON N5Y 5R6
T: 519-452-4430 x4047 | F: 519-659-9522
lschwerzmann@fanshawec.ca
www.fanshawec.ca

<image001.jpg>

Degree Audit Report

Catalog: 2018/2019

Program: BAM2

Name: Business Administration - Marketing

Department: BUS - Kinlin School of Business

Academic Level: PS

CCD: 9 - 6AcadSem/1800-2100hrs

Credential: Ontario College Advanced Dipl

Grade Scheme: LG2

Major: BAM2 - Business Admin-Marketing

Div: BUS - Business and Management

Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 118.00

Residency Reqmt: 30.00

GPA Requirement: 2.00

Residency Reqmt GPA: 2.00

Minimum Grade: D

Academic Requirement: BAM2.18 Business Administration - Marketing

Major: BAM2

Grade Scheme: LG2

Minimum GPA: 2.00

Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

| | | Total Hours | Total Credits | GE |
|-----------|------------------------------------|-------------|---------------|----|
| ACCT-1000 | Principles of Accounting I | 45.00 | 3.00 | |
| WRIT-1032 | Reason & Writing-Business 1 | 45.00 | 3.00 | |
| MKTG-1052 | Principles of Marketing I | 45.00 | 3.00 | |
| MATH-1052 | Business Math | 45.00 | 3.00 | |
| BUS-1060 | Strategies for Success | 45.00 | 1.00 | |
| BUSI-1005 | Introduction to Business Processes | 45.00 | 3.00 | ** |

Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course Take all of the following Mandatory Courses:

| | | Total Hours | Total Credits | GE |
|-----------|--------------------------------------|-------------|---------------|----|
| MKTG-1025 | Secondary Market Research | 45.00 | 3.00 | |
| MKTG-1054 | Principles of Advertising & Branding | 45.00 | 3.00 | |
| MKTG-1054 | Marketing Presentations | 45.00 | 3.00 | |
| COMP-3077 | Excel for Business-Adv | 45.00 | 3.00 | |
| EC61-1005 | Economics 2 | 45.00 | 3.00 | |

Subrequirement: Level 3

Take all of the following Mandatory Courses:

Group 1

| | | Total Hours | Total Credits | GE |
|-----------|-------------------------------------|-------------|---------------|----|
| COMM-3020 | Professional Communication | 45.00 | 3.00 | |
| MKTG-3033 | Advertising: Emerging & Traditional | 60.00 | 4.00 | |
| MKTG-3007 | Selling Fundamentals | 40.00 | 4.00 | |
| MKTG-1055 | Marketing Metrics | 45.00 | 3.00 | |
| COMP-1413 | Adobe Suite for Business | 45.00 | 3.00 | |

Degree Audit Report

Group 2

Take MGMT-1209 or ECON-1002

| | | Total Hours | Total Credits | GE |
|-----------|--|-------------|---------------|----|
| MGMT-1209 | Corporate Social Responsibility & Ethics | 45.00 | 3.00 | |
| ECON-1002 | Economics 1 | 45.00 | 3.00 | ** |

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course Take all of the following Mandatory Courses:

| | | Total Hours | Total Credits | GE |
|-----------|--------------------------------------|-------------|---------------|----|
| MGMT-3031 | Digital Marketing | 45.00 | 3.00 | |
| MKTG-3032 | Strategic Marketing & Marketing Plan | 45.00 | 3.00 | |
| MGMT-3033 | Statistics for Marketing | 45.00 | 3.00 | |
| MGMT-3041 | Organizational Behaviour | 45.00 | 3.00 | ** |
| MKTG-3023 | Sports Sponsorship & Event Marketing | 45.00 | 3.00 | |
| MGMT-3058 | Retail Management & e-Commerce | 45.00 | 3.00 | |

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

| | | Total Hours | Total Credits | GE |
|-----------|--|-------------|---------------|----|
| MGMT-5005 | Global Marketing | 45.00 | 3.00 | |
| MGMT-5056 | Research & Data Analysis | 60.00 | 4.00 | |
| MGMT-5057 | Web Design for Optimization | 60.00 | 4.00 | |
| MGMT-5053 | Customer Relationship Management | 45.00 | 3.00 | |
| MGMT-5054 | Sales Management | 45.00 | 3.00 | |
| MKTG-5008 | Nonprofit & Event Marketing | 60.00 | 4.00 | |
| MGMT-5070 | New Media Marketing | 45.00 | 3.00 | |
| MGMT-5074 | Google Analytics | 45.00 | 3.00 | |
| MGMT-6116 | Search Engine Marketing & Social Adwords | 60.00 | 4.00 | |
| MGMT-6117 | Search Engine Marketing Project | 60.00 | 4.00 | |

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

| | | Total Hours | Total Credits | GE |
|-----------|--------------------------------------|-------------|---------------|----|
| MGMT-5006 | Consumer Behavior | 45.00 | 3.00 | |
| MGMT-5002 | IMC-Integrated Mktg Communications 1 | 45.00 | 3.00 | |

Group 2

| | | Total Hours | Total Credits | GE |
|-----------|----------------------|-------------|---------------|----|
| MGMT-5038 | Community Consulting | 60.00 | 4.00 | |

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

| | | Total Hours | Total Credits | GE |
|-----------|-----------------------------|-------------|---------------|----|
| MGMT-5034 | Strategic Policy & Planning | 45.00 | 3.00 | |
| MGMT-5050 | New Media Marketing | 45.00 | 3.00 | |

Group 2

Total Total GE

Degree Audit Report

Hours Credits

Fairfield Community College 90/00 5.00

Subrequirement: Gen Ed - Electives

Take 6 General Education Credits - Normally taken In Levels 2 and 4

Subrequirement: Program Residency

Students Must Complete a Minimum of 30 credits in this program at Fanshawe College to meet the Program Residency requirement and graduate from this program

[Signature]
Approved By Chair/Manager:

Aug-30, 2018
Department and Date:

Approved by Dean:

Date:

General Education Approved By(as appropriate):

Date:

[Signature]
Aug 29/18

Vocational Learning Outcomes by Program, Level and Course Including General Education Courses
COMMS - vocational Learning Outcomes by Program, Level and Course (including General Education Courses)

Program Name: Business Administration Marketing
 Program Code: BAM2 (BAM2-BUS-20189)
 Academic Year: 2018-2019
 Date Generated: 8/28/2018 9:44:14 AM
 Only Display Core Courses:

| Level 1 | | | | | | | | | | | | | | | | | | |
|---------------|--------------------------------|---|----|----|----|----|----|----|----|-----|-----|----|----|----|----|----|----|-----|
| Course Number | Course Name | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| ACCT-1100 | Principles of Accounting 1 | | | | | | | | | | | | | | | | | |
| BUSI-1005 | Intro to Business Processes | | | | | | | | | | | | | | | | | |
| BUSI-1060 | Strategies for Success | | | | | | | | | I | | | I | C | | | | I |
| MATH-1052 | Business Math | | IB | I | | IB | I | I | | | I | | | | I | | | |
| MKTG-1012 | Principles of Marketing 1 | I | I | I | I | | I | | I | | I | | I | | | I | | |
| WRIT-1032 | Reason & Writing-Business 1 | | | | | | | | | | | | | | | | | |
| Level 2 | | | | | | | | | | | | | | | | | | |
| Course Number | Course Name | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| COMP-3077 | Excel for Business-Adv | | | | | | | I | | I | I | | | | | | | IBC |
| ECON-1005 | Economics 2 | | IB | | | | | | | | IB | | | | | I | | |
| MKTG-1028 | Secondary Market Research | | | | I | I | I | | I | | B | | B | I | | I | | I |
| MKTG-1054 | Advertising & Branding | | | | B | | B | I | I | | B | I | I | | | | | |
| MKTG-1094 | Marketing Presentations | | | | | | B | | IC | B | IC | | | B | | | | IC |
| Level 3 | | | | | | | | | | | | | | | | | | |
| Course Number | Course Name | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| COMM-3020 | Professional Communication | | | | | | | | | | | | | | | | | |
| COMP-1413 | Adobe Suite for Business | | | | | | | | | IBC | IBC | | I | I | I | I | | IBC |
| MKTG-1055 | Marketing Metrics | | B | | | B | | | | | B | | I | | | | | |
| MKTG-3007 | Selling Fundamentals | | | | C | | | | | C | | B | B | | | | | |
| MKTG-3033 | Advertising-Emerging/Tradition | C | | | | | C | | C | | C | | B | | | | | B |
| Level 4 | | | | | | | | | | | | | | | | | | |
| Course Number | Course Name | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| MATH-1080 | Statistics for Marketing | | I | | | IB | | I | I | | | | I | | | | | |
| MGMT-3041 | Organizational Behaviour | | | | | | | | | | | | | C | | | | |
| MGMT-3058 | Retail Mgmt & e-Commerce | | BC | BC | BC | BC | BC | BC | | | BC | BC | | BC | BC | BC | | |
| MKTG-1093 | Sports & Event Marketing | | | | | | | | | | | | | | | | | |
| MKTG-1095 | Digital Marketing | B | | | | B | B | C | C | B | C | | C | B | | B | | C |
| MKTG-3032 | Strategic Marketing & Plan | C | C | C | | C | C | C | C | | C | | | | | | | |
| Level 5 | | | | | | | | | | | | | | | | | | |

Vocational Learning Outcomes by Program, Level and Course Including General Education Courses

| | | | | | | | | | | | | | | | | | | |
|-----------|---------------------------------|---|---|---|---|---|-----|---|-----|---|-----|---|---|---|-----|---|---|-----|
| COMP-5062 | Web Design for Optimization | I | I | I | I | I | IBC | I | IBC | I | IBC | I | I | | IBC | I | | IBC |
| MGMT-5005 | Global Marketing | B | C | C | C | I | C | | | C | C | C | C | | | | | |
| MGMT-5046 | Sales Management | | | | | C | | | C | C | C | C | | C | | B | C | C |
| MGMT-5050 | New Media Marketing | | | | | | C | | C | C | C | | | | | B | | C |
| MGMT-5053 | Customer Relationship Mgmt | | | B | | C | | C | C | C | C | | | B | | | | C |
| MGMT-5054 | Business & Consumer Events | C | B | | | I | C | C | B | C | | | | | | | B | |
| MGMT-5056 | Research & Data Analysis | | | | | B | | C | C | B | C | | | | B | B | | C |
| MGMT-5057 | SEM & Google Adwords | | | | | C | | | | | | | | | | | | |
| MGMT-5074 | Google Analytics | | | | C | | | C | | | | | | | | | | |
| MKTG-5008 | Nonprofit & Event Marketing | | | | | | | | | | | | | | | | | |
| MGMT-6117 | SEARCH ENGINE MARKETING PROJECT | | | | | C | | | | | | | | | | | | |

Level 6

| Course Number | Course Name | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
|---------------|-------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|
| Level 7 | | | | | | | | | | | | | | | | | | |
| Course Number | Course Name | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |

Vocational Learning Outcomes

| | |
|----|--|
| 1 | develop an integrated marketing communication strategy for marketing products, concepts, goods, or services based on an identified target market. |
| 2 | develop pricing strategies which take into account perceived value, competitive pressures, corporate objectives, and cost analysis. |
| 3 | develop strategies for the efficient and effective distribution of products, concepts, goods, and services. |
| 4 | determine strategies for developing new and modified products, concepts, goods, and services that respond to evolving market needs. |
| 5 | evaluate results of marketing activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria. |
| 6 | formulate and prepare a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary considerations, and evaluation criteria. |
| 7 | project the impact of a marketing initiative using quantitative information. |
| 8 | address marketing problems and opportunities using a variety of strategies and tactics. |
| 9 | develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others. |
| 10 | communicate marketing information persuasively and accurately in oral, written, and graphic formats. |
| 11 | evaluate the viability of marketing products, concepts, goods, or services in an international market or markets. |
| 12 | conduct primary and secondary market research to provide information needed to make marketing decisions. |
| 13 | develop personal professional development strategies and plans to enhance leadership, management skills, and marketing expertise. |
| 14 | assist in the development of a business plan. |
| 15 | apply the principles of business ethics and corporate social responsibility. |
| 16 | use professional sales techniques to make a sale. |
| 17 | adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments. |

Legend

- I Introductory
- B Building
- C Culminating