



Bachelor of Business Administration, MARKETING COMMUNICATIONS MANAGEMENT Major

Student Name				Student #			
Email			Phone			Date	
Term 1		Prereq.	Grade	Term 2		Prereq.	Grade
ACCT 110	Financial Accounting 1			BUS 130	Business Communication		
BUS 150	Introduction to Management			One (1) Elective – Non BUS academic course 100-400			
FIN 110	Fundamentals of Finance			One (1) Elective – BUS or Non BUS academic course 100-400			
MARK 110	Introduction to Marketing			One (1) Elective – BUS or Non BUS academic course 100-400			
One (1) Elective – BUS or Non BUS academic course 100-400				One (1) Elective – BUS or Non BUS academic course 100-400			
Term 3		Prereq.	Grade	Term 4		Prereq.	Grade
MARK 220	Marketing Communications	<i>MARK 110</i>		MARK 235	Public Relations	<i>MARK 110 or PADM 112</i>	
One (1) Elective – Non BUS academic course 100-400				One (1) Elective – Non BUS academic course 100-400			
One (1) Elective – Non BUS academic course 100-400				One (1) Elective – 200 or higher BUS or Non BUS academic course			
One (1) Elective – 200 or higher BUS or Non BUS academic course				One (1) Elective – 200 or higher BUS or Non BUS academic course			
One (1) Elective – 200 or higher BUS or Non BUS academic course				One (1) Elective – 200 or higher BUS or Non BUS academic course			
Term 5		Prereq.	Grade	Term 6		Prereq.	Grade
ACCT 207	Managerial Accounting	<i>ACCT 110</i>		BUS 214	Leadership Skills	<i>BUS 110 or BUS 150, or PADM 112</i>	
BUS 230	Elementary Statistics			ECON 103	Principles of Microeconomics		
ENGL 250	Employee & Labour Relations	<i>ENGL 150 and BUS 130</i>		MARK 210 or PSYC 201	Marketing Research or Research Methods in Psychology	<i>MARK 110 or Check calendar</i>	
One (1) Elective – 200 or higher BUS or Non BUS academic course				MARK 340	Communication Tools & Media	<i>MARK 220 or SPMA 260</i>	
One (1) Elective – 200 or higher BUS or Non BUS academic course				One (1) Elective – 300 or higher Business academic course			
Term 7		Prereq.	Grade	Term 8		Prereq.	Grade
BUS 322	Leading Organizational Change	<i>BUS 214 or BUS 220</i>		BUS 480	Advanced Business Strategy	<i>30 BBA courses</i>	
BUS 330	Advanced Communications	<i>BUS 130 and ENGL 250</i>		One of: BUS 380 BUS 450 BUS 460	New Venture Development International Management International Trade & Finance	<i>Check calendars</i>	
PHIL 330	Ethics in Business	ENGL 150		BUS 427	Project Management	<i>BUS 130; and BUS 150, or PADM 112, or SPEX 150; and BUS 214, or SPMA 260.</i>	
Any UT MATH Except Math 116				MARK 433	Strategic Communications	<i>BUS 330 and MARK 225</i>	
One (1) Elective – 300 or higher Business academic course				One (1) Elective – 300 or higher Business academic course			

Admission to the BBA

Entry to the BBA is at the start of Year 3 and requires completion of 20 academic courses equivalent to 60 or more credits from a recognized educational institution, with a minimum GPA "B-" (70%). These 20 course must include the following seven (7) courses: ACCT 110, BUS 150, FIN 110, MARK 110, MARK 220, MARK 225

Electives (16 in total)

- a) Four (4) of the electives must be non-business academic courses and may be at any level (100 to 400).
- b) Five (5) electives can be business or non-business academic courses and may be at any level (100 to 400).
- c) All other electives (7) must be 200-level or higher business or non-business academic courses. Only one ABT course may be included. Acct 111 may be included as a 200-level elective.
- d) All other electives (3) must be 300 or higher Business academic course

Work Term Requirement

In addition to the 40 courses, one 420 hour applied work experience is required, which can be satisfied by completing one of the following:

- [MARK 499](#) or
- [BUS 201](#)

Students should consult with the BBA Program Leader for additional information.

Residency requirement

A minimum of 10 courses must be completed at Camosun College including at least 6 of the following courses:

- BUS 322
- BUS 330
- One of BUS 380 or Bus 450 or BUS 460
- BUS 427
- BUS 480
- MARK 340
- MARK 433