

MBA (ISP) Marketing Stream Sample Program Plan

The marketing stream provides you with an integrated managerial approach to marketing that helps you apply the theoretical principles of marketing to practical, real world problems.

August - Business English and Skills Transition Program

The one month B.E.S.T. program focuses on: Effective Business Communication, Development of Personal and Career Management Skills, as well as Community and Cohort Activities.

Fall (Term 1)

MBAB 5P01
Accounting for Decision-Making I

MBAB 5P02
Quantitative Analysis

MBAB 5P03
Economic Environment of Business

MBAB 5P04
Organizational Behaviour and Design

MBAB 5P05
Marketing Management

Winter (Term 2)

MBAB 5P06
Accounting for Decision-Making II

MBAB 5P07
Operations Management

MBAB 5P08
Financial Management

MBAB 5P09
Management Information Systems

MBAB 5P22
Global Business

Spring (Term 3)

MBAB 5P20
Applied Business Research

MBAB 5P23
Entrepreneurship

MBAB 5P25
Business Ethics

+2 electives

Fall (Term 4)

MBAB 5P21
Business Strategy

+4 electives

Winter (Term 5) - Optional Co-op Term

In order to earn a specialization in Marketing, you must successfully complete the following electives.

ALL of the following

MBAB 5P61: Marketing Strategy

MBAB 5P62: Marketing Research or
MBAB 5P85: Marketing Analytics and Intelligence

MBAB 5P64: Consumer Behaviour or
MBAB 5P65: Business-to-Business Marketing

Any TWO of the following (not already taken)

MBAB 5P60: Marketing of High-Technology Products and Innovations

MBAB 5P62: Marketing Research

MBAB 5P63: International Marketing

MBAB 5P64: Consumer Behaviour

MBAB 5P65: Business-to-Business Marketing

MBAB 5P66: Services Marketing

MBAB 5P67: Sales Management

MBAB 5P68: New Product Development

MBAB 5P69: Integrated Marketing Communications

MBAB 5P84: Internet and Social Media Marketing

MBAB 5P85: Marketing Analytics and Intelligence