

## 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      or      **MBAB 5P24** Business Law

**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