

MBA Marketing Stream Sample Program Plan

Program plan modifications will be made if you have advanced standing, are completing an exchange program or are completing your program on a part-time basis.

Year 1

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: Optional Co-op Term

Year 2

Fall (Term 3)

MBAB 5P20

Applied Business Research

MBAB 5P25

Business Ethics

+3 electives

Winter (Term 4)

MBAB 5P21

Business Strategy

MBAB 5P23

Entrepreneurship

or

MBAB 5P24

Business Law

+3 electives

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

MBA Convocation: June or October