

**MANDATORY COURSE SEQUENCE**  
**BCom option in Marketing**

2020 Version

**First Year (30 units)**

		<b>Term</b>	<b>Prerequisites</b>
ADM 1300	Introduction to Business Management	F	
ADM 1301	Social Context of Business	F	
ADM 1340	Financial Accounting	W	ADM 1300
ADM 1370	Applications of Information Technology for Business	W	ADM 1300
ECO 1102	Introduction to Macroeconomics	W	
ECO 1104	Introduction to Microeconomics	F	
ENG 1131	Effective Business English	W	
MAT 1300	Mathematical Methods I	F	
MAT 1302	Mathematical Methods II	W	
<i>Choose 3 units among:</i>			
	PHI 1101 Reasoning and Critical Thinking	F	
	PHI 1301 Philosophy: Ideas and Arguments		

**Second Year (30 units)**

		<b>Term</b>	<b>Prerequisites</b>
ADM 2302	Business Analytics	F/W	ADM 1370, MAT 1302
ADM 2303	Statistics for Management	F	MAT 1300 or MAT 1329
ADM 2304	Applications of Statistical Methods in Business	W	ADM 2303
ADM 2320	Marketing	F/W	ADM 1300
ADM 2336	Organizational Behaviour	F/W	ADM 1300
ADM 2341	Managerial Accounting	F/W	ADM 1340
ADM 2350	Financial Management	W	ADM 1340, ADM 2303 (or concurrently), ECO 1102, ECO 1104
ADM 2381	Business Communication Skills	F/W	ADM 1300, ENG 1131, 30 units
<i>ELECTIVE:</i>	<i>Course from another faculty</i>	F/W	
<i>ELECTIVE:</i>	<i>Course from another faculty</i>	F/W	

**Third Year (30 units)**

		<b>Term</b>	<b>Prerequisites</b>
ADM 2337	Human Resource Management	F/W	ADM 2336
ADM 2372	Management Information Systems	F/W	ADM 1370
ADM 3301	Operations Management	F/W	ADM 2302, ADM 2304
ADM 3318	International Business	F/W	ADM 2320
<b>ADM 3321</b>	<b>Consumer Behaviour</b>	F/W	ADM 2320
<b>ADM 3322</b>	<b>Services Marketing</b>	F/W	ADM 2320
<b>ADM 3323</b>	<b>Market Research</b>	F/W	ADM 2304, ADM 2320
<b>ADM 3326</b>	<b>Advertising and Sales Promotion Management</b>	F/W	ADM 2320
PHI 2397	Business Ethics	F/W	
<i>ELECTIVE:</i>	<i>Course from another faculty (2000-level or higher)</i>	F/W	

**Fourth Year (30 units)**

Minimum of 12 units of 4000-level ADM courses required to graduate

		<b>Term</b>	<b>Prerequisites</b>
ADM 4311	Strategic Management	F/W	All ADM core courses of levels 1000, 2000 & 3000
<b>ADM 4322</b>	<b>Marketing Strategy</b>	F/W	ADM 2320, ADM 2381, ADM 3321
<b>ADM 4325</b>	<b>Promotional Planning Practicum</b>	F/W	ADM 2381, ADM 3323, ADM 3326
<i>ELECTIVE:</i>	<i>ADM course (4000-level)</i>	F/W	
<i>ELECTIVE:</i>	<i>ADM course</i>	F/W	
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* <i>ELECTIVE:</i>	<i>ADM course</i>	F/W	
* <i>ELECTIVE:</i>	<i>ADM course</i>	F/W	
<i>ELECTIVE:</i>	<i>Course from another faculty (2000-level or higher)</i>	F/W	
<i>ELECTIVE:</i>	<i>Course from another faculty (2000-level or higher)</i>	F/W	

**Bold courses = Marketing option courses**

\* Suggested ADM elective courses: ADM 4326 Digital Marketing Technologies, ADM 4328 International Marketing, ADM 4329 Personal Selling (course usually offered every other year).

ADM courses at the 4000 level are reserved for students in specific programs who have completed at least 33 units from ADM core courses, including ADM 2381.

**Mandatory course sequence to follow in order to complete the program in four years.** Course enrolment is possible via **uoCampus** accessible through the uoZone portal ([www.uoZone.uOttawa.ca](http://www.uoZone.uOttawa.ca)). Some courses are not offered every term; students must consult [www.timetable.uOttawa.ca](http://www.timetable.uOttawa.ca) to verify when each course is offered. All prerequisites must be successfully completed before enrolling in a course.

 Students must consult [telfer.uottawa.ca](http://telfer.uottawa.ca) > **Students/BCom/Academic Regulations** to familiarize themselves with all University of Ottawa and Telfer School rules and regulations.

Students are responsible for confirming their enrolment regularly by consulting their uoZone account and for ensuring that they satisfy the requirements of their program in order to graduate.

Students should communicate with the Student Services Centre (DMS1100) should they have any questions regarding their studies, academic regulations or the requirements of their program.

The Telfer School of Management reserves the right to change or cancel courses which are printed on this document.