

MARKETING MANAGEMENT (MKMN)

Department of Marketing and Consumer Studies, Gordon S. Lang School of Business and Economics

The Marketing Management major is interdisciplinary, follows a liberal education philosophy, and is built on the Department's expertise in the field of marketing and consumer research.

The Department of Marketing and Consumer Studies prepares students for a career in marketing but also for educating them so that they can be active and engaged citizens. This is achieved from a balanced curriculum of marketing and liberal education courses that provide students with an understanding of the world they will work and live in. Students will gain knowledge in creating, communicating, and delivering product offerings to create value to stakeholders in a global and connected economy. Students completing this major will be prepared to pursue a variety of marketing career paths and diverse leadership roles.

Elective options enable students to select courses which support or complement their primary field of study. Examples:

1. students can use a combination of restricted, Liberal Education, and free electives to earn the Certificate in Leadership. See <http://www.leadershipcertificate.com/> for information about this certificate and its course requirements;
2. students interested in languages and/or going on exchange can use their Liberal Education and free electives to study one or more of the various languages taught at the University. Note: students also can take courses of interest as electives without concern for categories.

Degree Requirements

(20.00 Total Credits)

Code	Title	Credits
Required Core Courses		13.00
Restricted Electives (from lists)		2.50
MGMT*1100	Business Career Preparation	0.00
Liberal Education Electives		1.50
Free Electives		3.00
Total Credits		20

Major

Code	Title	Credits
Semester 1 - Fall		
ECON*1050	Introductory Microeconomics	0.50
MGMT*1000	Introduction to Business	1.00
Semester 2 - Winter		
ACCT*1220	Introductory Financial Accounting	0.50
ECON*1100	Introductory Macroeconomics	0.50
MCS*1000	Introductory Marketing	0.50
Semesters 1 or 2 - Fall or Winter		
MATH*1030	Business Mathematics	0.50
PSYC*1000	Introduction to Psychology	0.50
0.50 Marketing Environment electives (see List E1)		0.50

0.50 electives		0.50
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Semester 3 - Fall

ACCT*2230	Management Accounting	0.50
HROB*2090	Individuals and Groups in Organizations	0.50
MCS*2000	Business Communication	0.50

Semester 4 - Winter

MGMT*1100	Business Career Preparation	0.00
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Select 0.50 credits from the following:

ECON*2740	Economic Statistics	0.50
PSYC*1010	Making Sense of Data in Psychological Research	0.50
STAT*2060	Statistics for Business Decisions	0.50

Semesters 3 or 4 - Fall or Winter

MCS*2020	Information Management	0.50
MCS*2600	Fundamentals of Consumer Behaviour	0.50
MCS*3040	Business and Consumer Law	0.50
0.50 History/Global Perspective electives (see List E2)		0.50
1.00 electives		1.00

Semesters 5 or 6 - Fall or Winter

FARE*3310	Operations Management	0.50
FIN*2000	Introduction to Finance	0.50
MCS*3030	Research Methods	0.50
MCS*3500	Marketing Analytics	0.50
MCS*3620	Marketing Communications	0.50
MGMT*3320	Financial Management	0.50
0.50 Leadership/Professionalism electives (see List E3)		0.50
1.50 electives		1.50

Semesters 7 or 8 - Fall or Winter

MCS*3600	Consumer Information Processes	0.50
MCS*4370	Marketing Strategy	0.50
MCS*4600	International Marketing	0.50
MGMT*3020	Corporate Social Responsibility	0.50
MGMT*4000	Strategic Management	0.50
0.50 Advanced Marketing electives (see List E4)		0.50
0.50 Experiential Learning Capstone electives (see List E5)		0.50
1.50 electives		1.50

Restricted Electives for the Marketing Management Major

Substitutions for restricted electives will be allowed if a Marketing and Consumer Studies Faculty Advisor agrees that a proposed alternative is relevant to marketing in today's world and has an appropriate level of rigour.

Marketing Environment Elective - List E1

To supplement the knowledge students gain in MCS*1000 Introductory Marketing about the socio-cultural, economic, political/legal, and technological "environmental" factors that must be taken into consideration in marketing decision-making, marketing management majors must take one [0.50 credits] of:

Code	Title	Credits
ANTH*1150	Introduction to Anthropology	0.50
EDRD*1400	Introduction to Design	0.50
FRHD*1010	Human Development	0.50

GEOG*1200	Society and Space	0.50
GEOG*1220	Human Impact on the Environment	0.50
GEOG*2510	Considering Canada A Regional Synthesis	0.50
NUTR*1010	Introduction to Nutrition	0.50
PHIL*2070	Philosophy of the Environment	0.50
POLS*2250	Public Administration and Governance	0.50
POLS*2300	Canadian Government and Politics	0.50
SOC*1100	Sociology	0.50

History/Global Elective - List E2

To help marketing majors develop a sense of the fundamental relativity of knowledge and understanding over time and/or to help them gain the global perspective needed in senior marketing courses, marketing management majors must take one [0.50 credits] of:

Code	Title	Credits
ARTH*2490	History of Canadian Art	0.50
BIOL*1500	Humans in the Natural World	0.50
GEOG*2030	Environment, Justice and Society	0.50
HIST*1150	The Modern World	0.50
HIST*1250	Science and Technology in a Global Context	0.50
HIST*2070	World Religions	0.50
HIST*2250	Environment and History	0.50
HIST*2300	The United States Since 1776	0.50
HIST*2510	Modern Europe Since 1789	0.50
HIST*2910	Modern Asia	0.50
HIST*2930	Women and Cultural Change	0.50
HIST*3070	Modern India	0.50
HIST*3150	History and Culture of Mexico	0.50
POLS*1500	World Politics	0.50
POLS*2200	International Relations	0.50

Leadership/Professionalism Elective - List E3

To help prepare senior marketing management majors for leadership positions in organizations, they must take one [0.50 credits] of:

Code	Title	Credits
ECON*2310	Intermediate Microeconomics	0.50
ECON*2410	Intermediate Macroeconomics	0.50
EDRD*3160	International Communication	0.50
EDRD*4120	Leadership Development in Small Organizations	0.50
HROB*2010	Foundations of Leadership	0.50
MGMT*4260	International Business	0.50
PHIL*2100	Critical Thinking	0.50
PHIL*2120	Ethics	0.50
PHIL*2600	Business and Professional Ethics	0.50

Advanced Marketing Elective - List E4

To address the University Learning Objective of "Depth and Breadth of Learning" and to enhance the knowledge of product development, placement strategies, and the integration of societal influences on thinking, senior marketing management majors must take one [0.50 credits] of:

Code	Title	Credits
MCS*3010	Quality Management	0.50
MCS*3050	Digital Marketing	0.50
MCS*4020	Research in Consumer Studies	0.50
MCS*4040	Management in Product Development	0.50
MCS*4060	Retail Management	0.50
MCS*4300	Marketing and Society	0.50
MCS*4400	Pricing Management	0.50
MCS*4910	Topics in Consumer Studies	0.50
MGMT*4350	Business Case Competition Preparation	0.50

Experiential Learning Capstone Electives - List E5

To enhance their understanding of marketing in terms of application, senior marketing management majors must take one [0.50 credits] of:

Code	Title	Credits
HROB*4010	Leadership Certificate Capstone	0.50
MCS*4100	Entrepreneurship	0.50
MCS*4920	Topics in Consumer Studies	0.50
MCS*4950	Consumer Studies Practicum	0.50
MGMT*4020	Interdisciplinary Food Product Development I	0.50
MGMT*4030	Interdisciplinary Food Product Development II	0.50
MGMT*4050	Business Consulting	0.50
MGMT*4060	Business Consulting	0.50