

Bachelor of Commerce – Marketing 2023-2024

Student Name:

Student ID Number:

Advisor:

YEAR 1					
BUSI 1030U Writing & Critical Thinking (F/W/S)	BUSI 1520U Intro to Business Analytics (F/W)	ECON 2010U Microeconomics (F)	BUSI 1915U Fundamentals of Business Mathematics (F/W/S)	Open Elective (F/W/S)	XBIT 1500U University 101 (F)
BUSI 1130U Intro to Financial Accounting (F/W/S)	BUSI 1600U Management of the Enterprise (F/W)	ECON 2020U Macroeconomics (W/S)	Business Elective (F/W/S)	General Elective (F/W/S)	
YEAR 2					
BUSI 2200U Marketing Management BUSI 1030U (F/W)	BUSI 2311U Organizational Behaviour (F/S)	BUSI 1450U Statistics for Business BUSI 1915U (F/W/S)	BUSI 2401U Principles of Finance BUSI 1130U (F/W/S)	Open Elective (F/W/S)	
BUSI 2040U Information Systems BUSI 1600U (F/W/S)	BUSI 2180U Intro to Managerial Accounting BUSI 1130U (F/W/S)	BUSI 2603U Intro to Operations Management BUSI 1450U (F/W/S)	Open Elective (F/W/S)	General Elective (F/W/S)	XBIT 2500U Experience Opportunities (W)
YEAR 3					
BUSI 3000U Business and Sustainability (F)	BUSI 3210U Consumer Behaviour BUSI 2200U (F)	BUSI 3503U E-Marketing BUSI 2200U (F)	Open Elective (F/W/S)	Open Elective (F/W/S)	XBIT 3500U Career Readiness Workshop
BUSI 3260U Marketing Research BUSI 2200U & BUSI 1450U (F/W)	Marketing Elective (F/W)	Marketing Elective (F/W)	Open Elective (F/W/S)	General Elective (F/W/S)	
YEAR 4					
BUSI 4701U Strategic Management (F/W/S)	Marketing Elective (F/W)	Marketing Elective (F/W)	XBIT 4500U Capstone (F/W/S)	Open Elective (F/W/S)	
BUSI 4220U Marketing Strategy BUSI 2200U (W)	Marketing Elective (F/W)	Business Elective (F/W)	Business Elective (F/W)	Open Elective (F/W/S)	

Course Status Legend	Completed Courses	Fall Recommended Courses	Winter Recommended Courses	Spring/Summer Recommended
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F = Fall term available W = Winter term available S = Spring/Summer available (subject to change without notice).

Prerequisites noted (where "/" = "or")

Note: attempting to register for courses from different year-levels may result in scheduling-conflicts.

FBIT elective list: <https://businessandit.ontariotechu.ca/undergraduate/academic-support/electives.php>

Current Earned Credit Hours/120		Comments:
Current Registered Credit Hours		
Outstanding Credit Hours/120		

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