

Program Planning Guide

Bachelor of Commerce: Marketing

YOUR COURSE PLANNING: This worksheet has been created as a guide for admitted, undeclared students. Note that your course planning may look different than another student; this worksheet has been designed for students wishing to complete their program within a four-year timeline. Students may elect to take part-time studies or a reduced course load. Refer to the [Undergraduate Academic Regulations](#) within the Undergraduate Calendar for more information.

For requirements that have a “pick list” (i.e. *choose one of*) please visit the Undergraduate Calendar to see a detailed list. Note the list or requirements may change, so please ensure you follow the appropriate requirements (the [2021-2022 Undergraduate Calendar](#)). After July 1, 2021, you can find the calendar in a [PDF format](#).

100/200 Level Requirements			
Requirements	Credit Hours	Course Selected	Done
COMM 100	3		
ECON 100	3		
ECON 101	3		
FNST 100	3		
MATH 150 or MATH 220	3		
MATH 152 or MATH 100	3		
COMM 200	3		
COMM 210	3		
COMM 211	3		
COMM 220	3		
COMM 230	3		
COMM 240	3		
COMM 251	3		
CPSC 250	3		
ECON 205 or STAT 240	3		
300/400 Level Requirements			
COMM 300	3		
COMM 320	3		
COMM 330	3		
COMM 332	3		
COMM 343	3		

300/400 Level Requirements Continued			
Requirements	Credit Hours	Course Selected	Done
COMM 350	3		
COMM 351	3		
ECON 350	3		
COMM 400	3		
COMM 442	3		
COMM 443	3		
Marketing Electives: COMM 340, 341, 342, 346, 347, 441, 449	3		
	3		
Other			
Elective (any level, or to ensure residency is met); or, breadth	3		
	3		
	3		
	3		
	3		
	3		
	3		
	3		
	3		
	3		
	3		
	3		
	3		
Total Credit Hours	120		

BREADTH REQUIREMENT: As a part of this program, students will have satisfied their Physical Sciences requirements (with required MATH courses) and their Social Sciences requirement (with required ECON courses). Students will need to complete the Natural Sciences, and Arts & Humanities breadth requirement; please review the [breadth requirements](#) to ensure the appropriate requirements are satisfied.

UNDERGRADUATE CALENDAR: It is the student’s responsibility to be aware of all University of Northern British Columbia [Undergraduate Calendar](#) regulations. Academic regulations, program information, course information, and pre-requisites can be found in this document.

EFFECTIVE SEPTEMBER 2021

NOTE: Although every attempt has been made to ensure the information on this worksheet is accurate, in the case of any discrepancy the Academic Calendar shall be considered the authority. This program planning worksheet is an unofficial planning tool for students new to UNBC and for students in a non-competitive entry program. Once your program has been declared, please use your degree evaluation as it is the official degree program-tracking document. You can find more information about your degree evaluation and how to run one at unbc.ca/advising.

Sample Sequencing Plan

First Year	
Fall	Winter
COMM 100	MATH 150 (with MATH 152) or MATH 220 (with MATH 100)
ECON 100 or ECON 101	ECON 100 or ECON 101
MATH 100 or MATH 152	Elective (for breadth)
FNST 100	Elective
Elective (for breadth)	Elective
Second Year	
COMM 200	COMM 211
COMM 210	COMM 220
COMM 230	COMM 240
CPSC 250	COMM 251
ECON 205/STAT 240	Elective
Third Year	
COMM 300	COMM 350
COMM 320	COMM 330
COMM 332	COMM 351
COMM 343	ECON 350
Elective	Marketing Elective
Fourth Year	
COMM 443	COMM 400
Marketing Elective	COMM 442
Elective	Elective
Elective	Elective
Elective	Elective

Course Notes

- These courses need not necessarily be taken in the sequence as indicated; the core Commerce courses are often offered several times a year.
- In order to follow the sample sequencing plan, students need to have Pre-Calculus 12 or its equivalent. No Pre-Calculus 12? Contact your Student Advisor to discuss options.
- Students enrolling in any Commerce course with prerequisites are required to have completed all prerequisite courses for that course with a C- or better, or have permission to enroll from the Program Chair.
- Students pursuing the Marketing Major should take COMM 240 before Year 3-Fall, so that COMM 343 and some Marketing Electives can be taken in Year 3.
- Students wishing to pursue additional Mathematics courses as electives are advised to choose MATH 100-3 (Calculus I) and MATH 220-3 (Linear Algebra).

Advisor Notes

STUDENT ADVISING: Is available by phone, email, or in person. To book an appointment, or to see when drop-ins are scheduled, please contact advising@unbc.ca or call 250.960.6306.

DEGREE EVALUATIONS: The [Degree Evaluation](#) is an interpretation of the Undergraduate Calendar for the year that you were admitted and helps display the requirements needed for your Program.

DOUBLE MAJORS: Students who are considering to double major should speak with their Student Advisor as soon as possible.

MINORS: To see available minors, please feel free to check out a [Declaration of Minor form](#) or look in the Program pages of the [Undergraduate Calendar](#). Minors are a structured way to use your electives while also completing a secondary concentration.

RESIDENCY REQUIREMENT: Students must complete a minimum of 30 credit hours of upper division UNBC course work to receive a UNBC degree.

TIME LIMIT: Except by permission of the Dean, students must complete their undergraduate degree program within 15 years of their first semester of registration.

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