



Name: \_\_\_\_\_

ID#: \_\_\_\_\_

Date Created: \_\_\_\_\_

Date Revised: \_\_\_\_\_

## PROGRAM PLANNING GUIDE 2023-2024

### Business Administration Diploma

#### Marketing Major

The purpose of this program-planning guide is to help students track their progress within their chosen program. The information in this planning guide is accurate at the time of printing and is subject to change without notice. It is the students' responsibility to ensure the accuracy of their program and course choice. Students should use the program-planning guide dated the year in which they began the program. This guide should be used in conjunction with the official version of the Medicine Hat College Calendar, and calendars of appropriate transfer institutions, which are the final authorities regarding program requirements.

#### Year One

FALL SEMESTER			WINTER SEMESTER		
COURSE	TERM	GRADE	COURSE	TERM	GRADE
<b>ACCT 111</b> Introductory Accounting I			<b>ACCT 113</b> Introductory Accounting II <b>Prerequisite:</b> C- in ACCT 111		
<b>COMM 140</b> Communication in the Workplace			<b>COMM 252</b> Advanced Business Communications		
<b>ECON 201</b> Principles of Microeconomics			<b>ECON 203</b> Principles of Macroeconomics		
<b>MGMT 161</b> Management Theory			<b>MGMT 243</b> Human Resources Management		
<b>MGMT 193</b> Business Problems Software Applications			<b>MKTG 171</b> Marketing		

#### Year Two

FALL SEMESTER			WINTER SEMESTER		
COURSE	TERM	GRADE	COURSE	TERM	GRADE
<b>FINA 255</b> Finance <b>Prerequisite:</b> C- in ACCT 113 or ACCT 321			<b>MGMT 263</b> Organizational Behavior		
<b>MGMT 284</b> Business Statistics I			<b>MGMT 268</b> Business Integration <b>Prerequisite:</b> C- in (ACCT 113 or ACCT 321) & MGMT 161 & completion of 15 College level courses or permission from the Dean		

<b>MKTG 315</b> Science of Persuasion <b>Prerequisite:</b> C- in MKTG 171			<b>MKTG 251</b> Digital Design for Marketing <b>Co-Requisite (if not already completed):</b> MKTG 171		
<b>MKTG 325</b> Evidence-Based Marketing <b>Prerequisite:</b> C- in MKTG 171			<b>MKTG 345</b> Managing Marketing Relationships <b>Prerequisite:</b> C- in MKTG 171 or MKTG 325		
<b>MKTG 355</b> Creating Brand Intelligence <b>Prerequisite:</b> C- in MKTG 171			<b>MGMT 395</b> Business Law		

### CONTINUATION REQUIREMENTS:

- Prerequisite grades must be C- or higher.

### GRADUATION REQUIREMENTS:

- Complete a minimum of 20 required Business Administration courses and approved electives.
- Complete a minimum cumulative GPA of 2.0.

### NOTES:

- Students who:
  - choose to take courses in a different configuration than shown above or;
  - drop or fail a class or;
  - want to take a course in the spring semester or from another institution
 should meet with their academic advisor for assistance.
- Students are advised to refer to the MHC Academic Calendar regarding post-diploma degree completion opportunities.
- Students are advised that transferring to the University of Lethbridge Bachelor of Management program as part of the post-diploma transfer agreement may require completion of 21 additional courses (rather than 20) at the University of Lethbridge to fulfill their degree requirements.
- To successfully complete a second diploma within the Business Administration diploma in Accounting, Financial Services, Management or Marketing, students must meet MHC residency requirement and:
  - Complete 4 major specific courses
  - Complete 4 additional courses approved by the department