



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

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

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

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

**PROGRAM PLANNING GUIDE 2020-2021**  
**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
<i>ACCT 111</i> <i>Introductory Accounting I</i>			<i>ACCT 113</i> <i>Introductory Accounting II</i> <b>Prerequisite:</b> C- in ACCT 111		
<i>COMM 140</i> <i>Communication in the Workplace</i>			<i>COMM 252</i> <i>Advanced Business Communications</i>		
<i>MGMT 161</i> <i>Management Theory</i>			<i>ECON 201*</i> <i>Principles of Microeconomics</i>		
<i>MGMT 193</i> <i>Business Problems Software Applications</i>			<i>MGMT 243</i> <i>Human Resources Management</i>		
<i>MGMT 263</i> <i>Organizational Behaviour</i>			<i>MKTG 171</i> <i>Marketing</i>		

**Year Two**

FALL SEMESTER			WINTER SEMESTER		
COURSE	TERM	GRADE	COURSE	TERM	GRADE
<i>ECON 203*</i> <i>Macroeconomics</i>			<i>MGMT 268</i> <i>Business Integration</i> <b>Prerequisite:</b> C- in (ACCT 113 or ACCT 321) & MGMT 161 & 2 <sup>nd</sup> year standing		
<i>MGMT 284</i> <i>Business Statistics I</i>			<i>MGMT 395</i> <i>Business Law</i>		
<i>MKTG 315</i> <i>Science of Persuasion</i> <b>Prerequisite:</b> C- in MKTG 171			<i>MKTG 345</i> <i>Managing Marketing Relationships</i> <b>Prerequisite:</b> C- in MKTG 171 or MKTG 325		

For more information or assistance with your program, please contact  
 Academic Advising at 403 529-3819  
 Last Updated March 31, 2020

<b>MKTG 325</b> <i>Evidence Based Marketing</i> <b>Prerequisite:</b> C- in MKTG 171			<b>MKTG 355</b> <i>Creating Brand Intelligence</i> <b>Prerequisite:</b> C- in MKTG 171 or MKTG 315		
<b>FINA 255 - Available in Fall and Winter term</b> <i>Finance</i> <b>Prerequisite:</b> C- in ACCT 113 or ACCT 321					
<b>Choose One of:</b>					
<b>ACCT 276</b> <i>Advanced Computerized Accounting</i> <b>Prerequisites:</b> C- in (ACCT 111 & MGMT 193) <u>or</u> (ACCT 111 & CPSC 203) <u>or</u> APRO 145 <u>or</u> ACCT 321			<b>COMM 250</b> <i>Oral Communications</i>		
<b>ENTR 211</b> <i>Introduction to Entrepreneurship</i>			<b>MGMT 285</b> <i>Business Statistics</i> <b>Prerequisite:</b> C- in MGMT 284		

\*ECON 201 and ECON 203 may be taken in any order

### 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:
  - a. choose to take courses in a different configuration than shown above or;
  - b. drop or fail a class or;
  - c. 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 will 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:
  - a. Complete 4 major specific courses
  - b. Complete 4 additional courses approved by the department