



PROGRAM PLANNING GUIDE 2024-2025
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
ACCT 111 Introductory Accounting I			ACCT 113 Introductory Accounting II Prerequisite: C- in ACCT 111		
COMM 140 Communication in the Workplace			COMM 252 Advanced Business Communications		
ECON 201 Principles of Microeconomics			ECON 203 Principles of Macroeconomics		
MGMT 161 Management Theory			MGMT 243 Human Resources Management		
MGMT 193 Business Problems Software Applications			MKTG 171 Marketing		

Year Two

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

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

CONTINUATION REQUIREMENTS:

- Prerequisite grades must be C- or higher.

GRADUATION REQUIREMENTS:

- Complete a minimum of 20 required Business Administration courses.
- Complete all of the courses in the program with 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
 should meet with their academic advisor for assistance.
- Students are advised to refer to the MHC Academic Calendar regarding post-diploma degree completion opportunities.
- To successfully complete a second major 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