

MARKETING CONCENTRATION (B.COM.) (15 CREDITS)

Offered by: Management (Desautels Faculty of Management)

Degree: Bachelor of Commerce

Program credit weight: 15

Program Description

The Marketing concentration prepares the student for a wide variety of career opportunities. Marketing graduates historically have found employment in the fields of product management, advertising, sales management, marketing management, pricing, marketing research, distribution, and retailing. The Marketing concentration provides a balance between courses focusing on fundamental, theoretical, and "need to know" material, and courses with a strong practical and applied orientation.

Note: For information about Fall 2025 and Winter 2026 course offerings, please check back on May 8, 2025. Until then, the "Terms offered" field will appear blank for most courses while the class schedule is being finalized.

Required Courses (9 credits)

Expand allContract all

Course	Title	Credits
MRKT 354	Marketing Strategy.	3
MRKT 451	Marketing Research.	3
MRKT 452	Consumer Behaviour.	3

Complementary Course (6 credits)

6 credits selected from:

Expand allContract all

Course	Title	Credits
MRKT 351	Marketing and Society.	3
MRKT 355	Services Marketing.	3
MRKT 357	Marketing Planning 1.	3
MRKT 365	New Products.	3
MRKT 434	Topics in Marketing 1.	3
MRKT 438	Brand Management.	3
MRKT 440	Marketing Analytics.	3
MRKT 453	Advertising and Media.	3
MRKT 455	Sales Management.	3
MRKT 459	Retail Management.	3
MRKT 483	International Marketing Management.	3