

Marketing Management: Bachelor of Business Administration

School of Business	kpu.ca/business
Program Type	Undergraduate
Credential Granted	Baccalaureate Degree
Offered At	Langley Richmond Surrey
Start Date(s)	September January May
Intake Type	Open intake
Format	Full-time Part-time Co-op
Instructional Cycle	Semester-based
Curriculum Effective Date	01-Sep-2016
How to Apply	www.kpu.ca/admission

DESCRIPTION

The BBA in Marketing Management program includes intensive applied business training with an emphasis on marketing management, as well as new and emerging media and marketing analytics. The practical learning outcomes are grounded in curriculum that is accountable, global, team-based and uses contemporary quantitative and qualitative tools. Course content is industry driven and was developed in consultation with industry experts to ensure that KPU's BBA in Marketing Management graduates are ready to work. This degree is an appropriate goal for individuals who aspire to acquire leadership positions in the marketing profession.

ADMISSION REQUIREMENTS

The Faculty's Admission Requirements, which consist of KPU's undergraduate English Proficiency Requirement, apply to this program.

DECLARATION REQUIREMENTS

Students intending to graduate with this School of Business degree must declare the credential. At the time of declaration, the student must satisfy all of the following requirements:

- In good academic standing with the University
- Completion of a minimum of 15 credits of undergraduate coursework.

CURRICULAR REQUIREMENTS

The degree program requires a minimum of 120 credits of required courses and electives. The degree program with Co-operative Education requires an additional 28 credits of Co-op Education credits.

Business Foundation Courses

All of:

BUSI 1215	Organizational Behaviour	3 credits
BUSI 2390	Business Law	3 credits
BUSI 2405	Operations Management	3 credits
MRKT 1199	Introduction to Marketing	3 credits

All of Group A or all of Group B:

Group A

ACCT 2293	Accelerated Introductory Financial Accounting	3 credits
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Group B

ACCT 1110	Introductory Financial Accounting I	3 credits
ACCT 1210	Introductory Financial Accounting II	3 credits

Note: Students who choose Group B may count the additional Accounting course as a general elective.

All of:

ACCT 3380	Managerial Finance	3 credits
ENTR 3100	Business Analysis and Decision Making	3 credits
ENTR 3110	Advanced Organizational Behaviour	3 credits
ENTR 3120	Managerial Accounting	3 credits
ENTR 4200	Business Strategy	3 credits

Marketing Courses

All of:

MRKT 1299	Consumer Behaviour	3 credits
MRKT 2111	Introduction to e-marketing	3 credits
MRKT 3000	Strategic Marketing Decision Making	3 credits
MRKT 3211	Managing the Communications Process	3 credits
MRKT 3240	Marketing Information Management	3 credits
MRKT 3311	Marketing in a Digital World	3 credits
MRKT 4160	Business Development	3 credits
MRKT 4331	Marketing Client Project	3 credits

Plus:
One elective chosen from MRKT courses
numbered 2000 or higher 3 credits

numbered 2000 or
higher.

Plus:
One elective chosen from MRKT courses
numbered 4200 or higher 3 credits

Breadth Education Courses

All of:

CMNS 1140	Introduction to Professional Communications	3 credits
CMNS 3000	Advanced Professional Business Communications	3 credits
ENGL 1100	Introduction to University Writing	3 credits
ECON 1150	Principles of Microeconomics	3 credits
ECON 1250	Principles of Macroeconomics	3 credits
PHIL 3033	Business Ethics	3 credits

One of:

BUQU 1130	Business Mathematics	3 credits
MATH 1120	Differential Calculus	3 credits
MATH 1130	Calculus for Life Sciences I	3 credits
MATH 1140	Calculus I (Business Applications)	3 credits

One of:

BUQU 1230	Business Statistics	3 credits
CRIM 2103	Quantitative Data Analysis I	3 credits
MATH 1115	Statistics 1	3 credits
MATH 2341	Introduction to Statistics for Business	4 credits
PSYC 2300	Applied Statistics	3 credits
SOCI 2365	Introduction to Social Research Statistics	3 credits

Plus:
Five Breadth Electives chosen from Courses
numbered 1100 or higher in any area of study
except ACCT, BUSI, ENTR, HRMT or MRKT. 15 credits

General Electives

Seven electives
chosen from
courses numbered
1100 or higher
in any area of
study. It is highly
recommended that
the majority of these
electives be chosen
from MRKT courses 21 credits

CO-OPERATIVE EDUCATION

The BBA in Marketing Management degree is offered with a Co-operative Education option. Co-operative Education gives a student the opportunity to apply the skills gained during academic study in paid, practical work experience semesters. Degree students can complete a minimum of three work terms while completing their degree. Work terms generally occur full-time in separate 4 month work semesters but may also be available part-time over an 8 month continuous (parallel) placement. Work semesters alternate with academic study.

Students wishing to enter and participate in the Co-op Option must meet the following requirements:

Declaration and Entrance Requirements

- Declaration of Co-op specialization into the Bachelor of Business Administration in Marketing Management Program
- Minimum GPA of 2.7
- Maximum 75 credits completed

Work Term and Program Continuance Requirements

Procedures for enrolment in Co-operative Education work terms are outlined in the COOP course descriptions. Conditions for continuance in the program are:

- Completion of COOP 1101 prior to completing 75 credits
- Minimum GPA of 2.7
- Instructor Permission

Co-op Course Requirements

The Co-operative Education designation requires successful completion of the following courses:

COOP 1101	Job Search Techniques	1 credit
COOP 1150	Co-op Work Semester 1	9 credits
COOP 2150	Co-op Work Semester 2	9 credits
COOP 3150	Co-op Work Semester 3	9 credits

Optional:

COOP 4150	Co-op Work Semester 4	9 credits
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Note: These COOP courses must be completed sequentially. COOP 1150, 2150, 3150, or 4150 may be taken part-time over two consecutive semesters as COOP 1150A/1150B, COOP 2150A/2150B, COOP 3150A/3150B or COOP 4150A/4150B. COOP courses can only be used to satisfy the Co-op designation and cannot be used to satisfy curricular requirements of the program.

Additional Requirements

In addition to the requirements stated above, all Co-op students must satisfy the General Co-operative Education Requirements.

CREDENTIAL AWARDED

Upon successful completion of this program, students are eligible to receive a **Bachelor of Business Administration in Marketing Management**.

Upon successful completion of this program with co-operative education, students are eligible to receive a **Bachelor of Business Administration in Marketing Management, Co-operative Education Option**.