# Bachelor of Commerce – Marketing Major – Post Diploma

## Four Year (120 credits)

For **60 block credit transfer** - 2-3 year Business Diplomas

## **2024/2025** [**Program Requirements**](https://www.athabascau.ca/calendar/2024/undergraduate/program-regulations/degrees/bachelor-of-commerce-marketing-major-post-diploma.html) **- Effective September 1, 2024**

This program plan will assist you in planning your program. You must follow the official program requirements for the calendar year in which you are enrolled.

Please contact [Faculty of Business Advising Services](https://www.athabascau.ca/business/about/contact-us.html) for program planning assistance.

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| **Course Level Legend**JUNIOR / JR - 200 numbered courseSENIOR / SR - 300 or 400 numbered coursePREPARATORY - 100 numbered course | **Course Progress Legend**TR - Transfer Credit AwardedC - Completed AU CourseIP - In Progress AU Course |

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| **LEVEL** | **TOTAL CREDITS** | **COURSE** | **REQUIREMENT** | **COURSE****PROGRESS** | **COMMENTS** |
| Senior | 3 | [ACCT355](https://www.athabascau.ca/syllabi/acct/acct355.php) | Required |   |   |
| Senior | 6 | [ADMN417](http://www.athabascau.ca/html/syllabi/admn/admn417.htm) or [ECON401](http://www.athabascau.ca/html/syllabi/econ/econ401.htm)  | Required |   |   |
| Senior | 9 | [CMIS351](http://www.athabascau.ca/html/syllabi/cmis/cmis351.htm) | Required |   |   |
| Senior | 12 | [FNCE300](http://www.athabascau.ca/syllabi/fnce/fnce300.php)/[ECON300](https://www.athabascau.ca/syllabi/econ/econ300.php) or [FNCE370](http://www.athabascau.ca/html/syllabi/fnce/fnce370.htm) | Required |   | Students planning to pursue further courses in finance or accounting should take [FNCE370](https://www.athabascau.ca/syllabi/fnce/fnce370.html).      |
| Senior | 15 | [ORGB364](http://www.athabascau.ca/html/syllabi/orgb/orgb364.htm) | Required |   |  |
| Senior | 18 | [HRMT386](http://www.athabascau.ca/html/syllabi/hrmt/hrmt386.htm)  | Required |   |   |
| Senior | 21 | [MGSC312](https://www.athabascau.ca/syllabi/mgsc/mgsc312.php) | Required |   |   |
| Senior | 24 | [MGSC368](http://www.athabascau.ca/html/syllabi/mgsc/mgsc368.htm) or [MGSC369](http://www.athabascau.ca/html/syllabi/mgsc/mgsc369.htm)  | Required |   |   |
| Senior | 27 | [MKTG406](http://www.athabascau.ca/html/syllabi/mktg/mktg406.htm) | Major Required |   |   |
| Senior | 30 | [MKTG440](http://www.athabascau.ca/html/syllabi/mktg/mktg440.htm) | Major Required |   |   |
| Senior | 33 | [MKTG466](http://www.athabascau.ca/html/syllabi/mktg/mktg466.htm) | Major Required |   |   |
| Senior | 36 | [Sr. MKTG](https://www.athabascau.ca/course/index.html?/undergraduate/all/all/marketing/) | Major Required |   |   |
| Senior | 39 | [Sr. MKTG](https://www.athabascau.ca/course/index.html?/undergraduate/all/all/marketing/) | Major Required |   |  |
| Senior | 42 |   | Option  |   | [Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/business-and-administrative/all/) |
| Senior | 45 |   | Option  |   | [Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/business-and-administrative/all/) |
| Senior | 48 |   | Option  |   | [Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/business-and-administrative/all/) |
| Senior | 51 |   | Option |   | [Non Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/non-business-and-admin/all/) |
| Senior | 54 |   | Option |   | [Non Business & Administrative Studies](https://www.athabascau.ca/course/index.html?/undergraduate/non-business-and-admin/all/) |
| Senior | 57 | [ADMN404](http://www.athabascau.ca/html/syllabi/admn/admn404.htm) | Required |   | Capstone I |
| Senior | 60 | [ADMN405](https://www.athabascau.ca/syllabi/admn/admn405.php) | Required |   | Capstone II - Last course completed – Must be taken with AU |

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| Note: Program requires 12 credits at the 400-level (including [ADMN405](https://www.athabascau.ca/syllabi/admn/admn405.php)). |
| **Residency requirement.** A minimum of 30 credits must be obtained through Athabasca University in senior (300 or 400 level) courses, including [ADMN405](https://www.athabascau.ca/syllabi/admn/admn405.php). |