Bachelor of Commerce (Marketing) (Honours) (Co-op)

Honours Degree   Program Code: 6327X03FWO

4 Years

Ottawa Campus

Our Program

The four-year Bachelor of Commerce (Marketing) (Honours) degree offers you practical and in-depth knowledge to become a successful marketer, with a strong foundation in business. You will learn modern marketing strategy and techniques necessary to thrive within an increasingly fast-paced, digital environment. Marketing involves understanding consumers` needs and wants and then designing a marketing program that interacts with customers, building engagement and even loyalty. Marketers can craft messaging to target audiences and track their responsiveness, which allows them to strategically discover untapped markets and capitalize upon them.

This marketing degree teaches and applies theory in real-world contexts. In the first two years, you develop core business knowledge such as finance, economics, human resources, law and operations and project management. You will develop a thorough understanding of how a business works, and how marketing integrates with various business units to strengthen the company as a whole. Building on this foundation, you develop and apply marketing strategies and tactics to make data-informed recommendations for marketing plans. Contemporary and emerging technologies are evaluated and utilized, including social media, mobile apps and websites, to build brands in local and global markets. Digital technology, business, and marketing theories are integrated, taking into account international considerations to design and implement innovative marketing plans while respecting ethical issues such as privacy and security. In the third and fourth years, you begin networking and career development through three co-op placements and real-world industry projects.

A combination of case study methodology, experiential learning, and team and project-based work provides opportunities to apply your learning in collaboration with industry professionals. In addition, the degree includes hands-on workshops covering topics related to leading edge marketing tools such as Customer Relationship Management, social media management tools, and other emerging digital technologies.

Students also gain real-world experience through a paid co-operative education (co-op) work term (s) (see Additional Information for more details). Please note that places in the co-op work term(s) are subject to availability and academic eligibility. Please note admission to a co-op program does not guarantee a co-op placement.

As a graduate you may find employment in a broad range of domestic and international organizations and industries including non-profit groups, corporations, government offices, marketing consulting firms, advertising agencies, market research firms, self-employment and small businesses. Graduates may be employed in a variety of sectors such as natural resources, technology, government, education, services, consumer goods, financial, healthcare, utilities and industrial goods. You may also pursue further academic study in fields related to business, marketing or communications.

SUCCESS FACTORS

This program is well-suited for students who:

- Possess analytical, logical and critical thinking ability.

- Enjoy creative and innovative approaches to problem solving.

- Enjoy working with technology.

- Can work independently and collaborate in problem-solving teams.

- Are interested in working with a wide variety of people and situations.

- Enjoy providing quality solutions that positively impact other people.

- Appreciate cultural differences.

- Understand the value of communication between people and organizations.

Employment

Graduates may find employment in a broad range of settings in all sectors of domestic and international business and industry, including retail, banks and other financial institutions, government, marketing consulting firms, advertising agencies, market research firms, service-based industries, manufacturers, non-profit organizations, self-employment and small businesses. Graduates may become involved in on-going marketing initiatives or work in market research, marketing management, social media, market analysis, promotions and communications, branding, public relations, advertising, sales, consulting or product management.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Work both independently and collaboratively to lead teams in inter- and/or multi-disciplinary and virtual environments to promote effective marketing objectives.

- Interpret, critique and select best practices and approaches in marketing to support a positive brand image, business ethics and sustainability, and business growth in a local, national or international context.

- Formulate and implement marketing techniques using emerging digital technologies to meet businesses` marketing needs.

- Create a detailed customer profile to inform marketing decision-making processes.

- Analyze and evaluate the costs and benefits of marketing, customer acquisition, retention, sales, and service to help businesses make informed decisions.

- Conduct primary and/or secondary research to support marketing activities.

- Formulate and implement data-driven marketing plans using data analytics and other marketing evaluation approaches to support business goals.

- Establish and apply creative and innovative approaches to marketing for local, multi-cultural and international markets to foster business growth and increase profitability.

- Create, justify and implement a marketing plan that is integrated with an organization`s marketing and business strategies in order to ensure that efforts are aligned across departments.

- Communicate, negotiate, and defend ideas to a variety of stakeholders including clients and fellow marketing professionals to debate and execute marketing plans.

- Develop strategies for professional and personal leadership as part of lifelong learning to ensure that marketing recommendations are made on the basis of advancements in technology and best practices.

- Leverage the interdependency of functional business units, including human resources and finance, with marketing to support business objectives and strategy.

- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

Level: 01	Courses	Hours
ACC4101	Financial Accounting	42.0
ECO4101	Microeconomics	42.0
ENL1100	Communications and Academic Writing	42.0
MGT4102	Business Fundamentals	42.0
MKT4101	Marketing	42.0
Level: 02	**Courses**	**Hours**
ACC4201	Managerial Accounting	42.0
ECO4201	Macroeconomics	42.0
ESC4201	Management Information Systems	42.0
HRM4201	Human Resource Management	42.0
PHI1000	Logic and Critical Thinking	56.0
Level: 03	**Courses**	**Hours**
ESC4300	Operations and Supply Chain Management	42.0
LAW4300	Business Law	42.0
MGT4306	Business Analysis	42.0
QUA2000	Statistics	42.0
Elective: choose 1	**Courses**	**Hours**
BIO2200	Botany	56.0
ENL2025	Interpersonal Communication	42.0
FLS3101	French as a Second Language - Beginner 1	42.0
FLS3102	French as a Second Language - Beginner 2	42.0
GEO2300	Principles of Urban Planning	56.0
LAN3101	Spanish - Beginner 1	42.0
LAN3102	Spanish - Beginner 2	42.0
PHI2002	Ethical Decision Making	42.0
PSI2000	Navigating Canada's Political Landscape	56.0
PSY2100	Introductory Psychology	42.0
SCI2000	Environmental Science	42.0
SOC2000	Introduction to Sociology	56.0
SOC2001	Anti-Racism: Theory and Practice	42.0
Level: 04	**Courses**	**Hours**

FIN4601	Business Finance	42.0
GEP1001	Cooperative Education and Job Readiness	18.0
MGT4403	Introduction to Project Management	42.0
MKT4402	Brand Management	42.0
MKT4411	Integrated Marketing Communications	42.0
Elective: choose 1 Courses		**Hours**
BIO2200	Botany	56.0
ENL2025	Interpersonal Communication	42.0
FLS3101	French as a Second Language - Beginner 1	42.0
FLS3102	French as a Second Language - Beginner 2	42.0
GEO2300	Principles of Urban Planning	56.0
LAN3101	Spanish - Beginner 1	42.0
LAN3102	Spanish - Beginner 2	42.0
PHI2002	Ethical Decision Making	42.0
PSI2000	Navigating Canada's Political Landscape	56.0
PSY2100	Introductory Psychology	42.0
SCI2000	Environmental Science	42.0
SOC2000	Introduction to Sociology	56.0
SOC2001	Anti-Racism: Theory and Practice	42.0
Level: 05	**Courses**	**Hours**
ADV4505	Consumer Behaviour	42.0
MKT4400	Product and Pricing Strategies	42.0
MKT4412	Content Marketing	42.0
MKT4416	Marketing Ethics and Social Responsibility	42.0
Elective: choose 1 Courses		**Hours**
BIO2200	Botany	56.0
ENL2025	Interpersonal Communication	42.0
FLS3101	French as a Second Language - Beginner 1	42.0
FLS3102	French as a Second Language - Beginner 2	42.0
GEO2300	Principles of Urban Planning	56.0
LAN3101	Spanish-Beginner 1	42.0
LAN3102	Spanish-Beginner 2	42.0

PHI2002	Ethical Decision Making	42.0
PSI2000	Navigating Canada's Political Landscape	56.0
PSY2100	Introductory Psychology	42.0
SCI2000	Environmental Science	42.0
SOC2000	Introduction to Sociology	56.0
SOC2001	Anti-Racism: Theory and Practice	42.0
Co-op: 01	**Courses**	**Hours**
WKT4405	Bcomm Marketing Co-Op Work Term 1	
Level: 06	**Courses**	**Hours**
MKT4405	Marketing Analysis and Insights	42.0
MKT4406	Sales and Distribution Management	42.0
MKT4413	Marketing Research	42.0
MKT4600	Customer Relationship Management	42.0
Elective: choose 1	**Courses**	**Hours**
BIO2200	Botany	56.0
ENL2025	Interpersonal Communication	42.0
FLS3101	French as a Second Language - Beginner 1	42.0
FLS3102	French as a Second Language - Beginner 2	42.0
GEO2300	Principles of Urban Planning	56.0
LAN3101	Spanish - Beginner 1	42.0
LAN3102	Spanish - Beginner 2	42.0
PHI2002	Ethical Decision Making	42.0
PSI2000	Navigating Canada's Political Landscape	56.0
PSY2100	Introductory Psychology	42.0
SCI2000	Environmental Science	42.0
SOC2000	Introduction to Sociology	56.0
SOC2001	Anti-Racism: Theory and Practice	42.0
Co-op: 02	**Courses**	**Hours**
WKT4406	Bcomm Marketing Co-Op Work Term 2	
Level: 07	**Courses**	**Hours**
MKT4407	Advertising, Public Relations and Sales Promotion	42.0
MKT4408	Marketing for Non-Profit Organizations and Government	28.0

MKT4409	B2B Marketing	42.0
MKT4415	Entrepreneurial Marketing and Future Trends	42.0
MKT4701	Services Marketing	42.0
Elective: choose 1	**Courses**	**Hours**
BIO2200	Botany	56.0
ENL2025	Interpersonal Communication	42.0
ENL4100	Creative Writing	42.0
ENL4200	New Worlds and Alternative Realities: Speculative Fiction	42.0
FLS3101	French as a Second Language-Beginner 1	42.0
FLS3102	French as a Second Language-Beginner 2	42.0
GEO2300	Principles of Urban Planning	56.0
LAN3101	Spanish-Beginner 1	42.0
LAN3102	Spanish-Beginner 2	42.0
PHI2002	Ethical Decision Making	42.0
PHI4000	Philosophy and Popular Culture	42.0
PHI4002	The Philosophy of Drugs	42.0
PHI4003	The Philosophy of Love and Sex	42.0
PHI4004	Technology,Society and the Environment	42.0
PHI4100	Survival in the Information Age: Risk and the Media	42.0
PHY4000	Black Holes, Big Bangs and the Cosmos	42.0
PSI2000	Navigating Canada's Political Landscape	56.0
PSY2100	Introductory Psychology	42.0
SCI2000	Environmental Science	42.0
SOC2000	Introduction to Sociology	56.0
SOC2001	Anti-Racism: Theory and Practice	42.0
SOC4000	Criminology	42.0
SOC4001	Global Perspectives	42.0
Co-op: 03	**Courses**	**Hours**
WKT4407	Bcomm Marketing Co-Op Work Term 3	0.0
Level: 08	**Courses**	**Hours**
MKT4410	Personal Branding and Career Development	28.0
MKT4414	Digital Marketing Tools and Technologies	42.0

MKT4702	Market Planning, Strategy, and Industry Project	56.0
MKT4803	International Marketing	42.0
Elective: choose 1 Courses		**Hours**
ENL4100	Creative Writing	42.0
ENL4200	New Worlds and Alternative Realities: Speculative Fiction	42.0
PHI4000	Philosophy and Popular Culture	42.0
PHI4002	The Philosophy of Drugs	42.0
PHI4003	The Philosophy of Love and Sex	42.0
PHI4004	Technology,Society and the Environment	42.0
PHI4100	Survival in the Information Age: Risk and the Media	42.0
PHY4000	Black Holes, Big Bangs and the Cosmos	42.0
SOC4000	Criminology	42.0
SOC4001	Global Perspectives	42.0

Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at https://www.algonquincollege.com/fee-estimator .

Further information on fees can be found by visiting the Registrar`s Office website at https://www.algonquincollege.com/ro .

Fees are subject to change.

Admission Requirements for the 2024/2025 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent.

- Mature students are applicants who have not achieved the Ontario Secondary School Diploma (OSSD) or its equivalent and who are at least 19 years of age on or before the commencement of the program in which they intend to enroll. Mature students applying for Degree programs satisfy College Eligibility by having demonstrated academic abilities equivalent to those of Ontario high school graduates, verified by successful completion of at least one full-time term at the post-secondary level (minimum five courses taken concurrently in an academic program of study).

Program Eligibility

- Six Grade 12 University (U) or university/college (M) courses with a minimum 65% average including:

- One Grade 12 U English course, with a minimum of 60%.

- One Grade 12 U Mathematics course, with a minimum of 60%.

- Please note that mature students must meet the following subject-specific Program Eligibility requirements, either directly or through equivalencies:

Admission Requirements for 2023/2024 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent.

- Mature students are applicants who have not achieved the Ontario Secondary School Diploma (OSSD) or its equivalent and who are at least 19 years of age on or before the commencement of the program in which they intend to enroll. Mature students applying for Degree programs satisfy College Eligibility by having demonstrated academic abilities equivalent to those of Ontario high school graduates, verified by successful completion of at least one full-time term at the post-secondary level (minimum five courses taken concurrently in an academic program of study).

Program Eligibility

- Six Grade 12 University (U) or university/college (M) courses with a minimum 65% average including:

- One Grade 12 U English course, with a minimum of 60%

- One Grade 12 U Mathematics course, with a minimum of 60%

- Please note that mature students must meet the following subject-specific Program Eligibility requirements, either directly or through equivalencies:

Application Information

BACHELOR OF COMMERCE (MARKETING) (HONOURS) (CO-OP)
Program Code 6327X03FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at http://www.ontariocolleges.ca/ .

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information: https://algonquincollege.force.com/myACint/ .

For further information on the admissions process, contact:

Registrar`s Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Contact: https://www.algonquincollege.com/ro

Additional Information

Algonquin College has been granted consent by the Minister of Colleges and Universities to offer this applied degree for a seven-year term starting June 15, 2022. The College shall ensure that all students admitted to the above-named program during the period of consent have the opportunity to complete the program within a reasonable timeframe.

CO-OP INFORMATION:
Co-operative education (Co-op) allows students to integrate their classroom learning with a real-

world experience through paid work terms. Two academic terms prior to the cooperative education work term, students are required to actively participate in and successfully complete the self-directed co-op course, readiness activities and workshops.

Students must actively conduct a guided, self-directed job search and are responsible for securing approved program-related paid co-op employment. Students compete for co-op positions alongside students from Algonquin College and other Canadian and international colleges and universities. Algonquin College`s Co-op Department provides assistance in developing co-op job opportunities and guides the overall process, but does not guarantee that a student will obtain employment in a co-op work term. Co-op students may be required to relocate to take part in the co-op employment opportunities available in their industry and must cover all associated expenses; e.g., travel, work permits, visa applications, accommodation and all other incurred expenses.

Co-op work terms are typically 14 weeks in duration and are completed during a term when students are not taking courses. For more information on your program`s co-op level(s), visit the courses tab on your program`s webpage.

International students enrolled in a co-op program are required by Immigration, Refugees and Citizenship Canada (IRCC) to have a valid Co-op/Internship Work Permit prior to commencing their work term. Without this document International students are not legally eligible to engage in work in Canada that is part of an academic program. The Co-op/Internship Work Permit does not authorize international students to work outside the requirements of their academic program.

For more information on co-op programs, the co-op work/study schedule, as well as general and program-specific co-op eligibility criteria, please visit https://www.algonquincollege.com/coop .

Successful completion of all courses, including mandatory cooperative education (Co-op) Work Terms, is a requirement for graduation.

Contact Information

Program Coordinator(s)

- Mark Dottori, mailto:dottori@algonquincollege.com , 613-727-4723, ext. 5211

Course Descriptions

ACC4101 Financial Accounting

Generally accepted accounting principles are widely used as benchmarks throughout business. Students explore the role of financial accounting from a user perspective. Students also engage with the preparation, use and analysis of financial statements and concepts of accrual accounting, in the context of various forms of business organizations and internal control issues.

Prerequisite(s): none
Corerequisite(s):none

ACC4201 Managerial Accounting

Managerial accounting is the process of identifying, analyzing, recording and presenting financial information that is used for internal planning and control. Students explore the background, goals and methods of managerial accounting and its role in business planning, control and decision making. Students calculate product costing, variable costing, and product pricing, perform cost-volume-profit analysis, differential analysis, and prepare reports for budgeting and profit planning purposes.

Prerequisite(s): none
Corerequisite(s):none

ADV4505 Consumer Behaviour

Psychological factors such as motivation, self-concept and perception have a profound influence on the buying process. Understanding how consumers make decisions and perceive the world allows communications and media practitioners to craft and distribute messages that speak to the consumer more effectively. Topics include the buying process, decision models and current trends

in consumer behaviour and expectations such as mindfulness, expectation of personalization and perceptions of innovations and technology.

Prerequisite(s): MKT4101
Corerequisite(s):none

BIO2200 Botany

Biologists with an interest in plant life may choose to specialize in botany. Beginning with the organic features of life, focusing on plants, students investigate the diversity of plant life and the basis for distinction amongst various species. With a deeper knowledge of plant structures and variability, students consider the impact of plants in the modern world, including human interactions such as food production, building materials and medicine.

Prerequisite(s): none
Corerequisite(s):none

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Prerequisite(s): none
Corerequisite(s):none

ECO4101 Microeconomics

Microeconomics studies the behavior of individuals and the market to help businesses make decisions on the allocation of resources. Centering on the modern market economy as a system, students explore the principles of microeconomics using economic models to analyze consumer and firm behaviour. Students examine the concepts of resources allocation, demand and supply, market structure and market failure. In addition, students identify the impact of government regulation in markets on economic efficiency, as well as how decisions are made in the business environment.

Prerequisite(s): none
Corerequisite(s):none

ECO4201 Macroeconomics

Macroeconomics is a social science that examines the objectives and policies that affect the whole economy. Students explore the principles of macroeconomics using economic models to analyze the performance of the economy at an aggregate level. Through lectures and discussions, Students examine how the level of unemployment, inflation and national income are determined, investigate the impact that fiscal and monetary policies have on stabilizing the economy and analyze Canada's international economic relationships, including the international flows of goods and of capital.

Prerequisite(s): none
Corerequisite(s):none

ENL1100 Communications and Academic Writing

Effective communication is an integral component of success in the workplace and in lifelong learning. Students review communication theory and its connection to expository writing. Frequent writing exercises encourage the development of content that is coherent, well organized and correct. Students consider and use strategies to generate ideas, to collect and organize information, to acknowledge sources, to identify and develop a thesis and to adapt format, style and tone for different purposes and audiences.

Prerequisite(s): none
Corerequisite(s):none

ENL2025 Interpersonal Communication

Effectively communicating with others, both professionally and personally, is an art that requires conscious development. Students address the techniques related to interpersonal communication challenges in the diverse workplace. Focus is on communication barriers, verbal and non-verbal communication, listening, team work, and relational dynamics. Through role play, analysis, and case studies, students engage in simulated and authentic interpersonal communication situations.

Prerequisite(s): ENL1100
Corerequisite(s):none

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Prerequisite(s): ENL1100
Corerequisite(s):none

ENL2025 Interpersonal Communication

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Prerequisite(s): ENL1100
Corerequisite(s):none

ENL4100 Creative Writing

Whether for personal or public consumption, many people enjoy writing short fiction to express their creative energy while improving upon their overall writing abilities. Working with professional short stories as models, students examine the stylistic components that contribute to the excitement, atmosphere, and overall readability of short fiction. Students share their work and provide formal feedback on the work of others.

Prerequisite(s): ENL1100
Corerequisite(s):none

ENL4200 New Worlds and Alternative Realities: Speculative Fiction

Speculative fiction gathers together all those works of fiction in which new worlds or alternative realities are envisioned. Within this category of prose, students have the opportunity to explore the various sub-genres that present readers with new ways of thinking about some of the issues that face society. Students also develop skills in critical analysis using a variety of approaches and methodologies from literary studies.

Prerequisite(s): none
Corerequisite(s):none

ENL4200 New Worlds and Alternative Realities: Speculative Fiction

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Prerequisite(s): none
Corerequisite(s):none

ESC4201 Management Information Systems

Information systems and their impact play a vital role for a successful business manager. Students focus on the study of Information Systems in organizations and cover topics, such as fundamental concepts of information systems, the technical foundations of information systems, as well as approaches to building and deploying and controlling information systems. Through lectures, self-directed learning, and in class activities, students present how Enterprise Systems (ES) support business processes through SAP with applied experience navigating and completing transactions.

Prerequisite(s): none
Corerequisite(s):none

ESC4300 Operations and Supply Chain Management

From a planning point of view, the need to balance demand and supply is paramount in today's business world. The basic concepts to manage a supply chain are covered from suppliers to customers. Students focus on production planning, master scheduling, MRP, capacity management, forecasting, purchasing, inventory management, and physical distribution, among other topics.

Prerequisite(s): none
Corerequisite(s):none

FIN4601 Business Finance

Business Financial accounting provides the language, concepts, and techniques for analysing and solving financial problems faced by businesses. Topics include understanding business organizations, taxation, financial statements and cash flow analysis, financial forecasting and planning, time value of money, valuation of stocks and bonds, capital budgeting, efficient market theory and risk/return analysis.

Prerequisite(s): ACC4101
Corerequisite(s):none

FLS3101 French as a Second Language - Beginner 1

The French language is an asset when communicating in the workplace. Students with no prior knowledge of French acquire basic forms and structures to interact and communicate in a simple way with French speakers. Class instruction and practice, repeated feedback, and exposure to a variety of language samples support students to gain basic oral expression and comprehension using simple phrases that develop vocabulary, pronunciation, and comprehension. Students begin to appreciate cultural and linguistic differences when French is used in the workplace.

Prerequisite(s): none
Corerequisite(s):none

FLS3101 French as a Second Language - Beginner 1

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Prerequisite(s): none
Corerequisite(s):none

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Prerequisite(s): none
Corerequisite(s):none

FLS3102 French as a Second Language - Beginner 2

The workplace benefits from having professionals with knowledge of the French language. Students with basic knowledge of French gain more control over forms and structures to interact and communicate in a simple way with French speakers. Class instruction and practice, repeated feedback, and exposure to a variety of language samples provide students with opportunities to enhance their basic oral expression and comprehension using simple phrases that further develop vocabulary, pronunciation, and comprehension. Students deepen their knowledge of cultural and linguistic differences of French in the workplace.

Prerequisite(s): none
Corerequisite(s):none

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Corerequisite(s):none

FLS3102 French as a Second Language - Beginner 2

The workplace benefits from having professionals with knowledge of the French language. Students with basic knowledge of French gain more control over forms and structures to interact and communicate in a simple way with French speakers. Class instruction and practice, repeated feedback, and exposure to a variety of language samples provide students with opportunities to enhance their basic oral expression and comprehension using simple phrases that further develop vocabulary, pronunciation, and comprehension. Students deepen their knowledge of cultural and linguistic differences of French in the workplace.

Prerequisite(s): none
Corerequisite(s):none

GEO2300 Principles of Urban Planning

Increasingly cities and communities are feeling the pressure of expansion, and people from all walks of life feel disconnected from the processes, procedures, and decisions that are affecting everyday life. Students consider urban transformation with a focus on practicing sustainability by exploring innovations in land use, transportation, resource planning and economic development, resulting in employment opportunities, as well as healthy and vibrant cities. Students use local and regional activities as a starting point for developing a knowledge base for future social and community involvement. Research projects and assignments encourage students to identify the gaps between theoretical approaches to urban planning and the practical applications as evidenced in their local surroundings.

Prerequisite(s): none
Corerequisite(s):none

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Prerequisite(s): none
Corerequisite(s):none

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Prerequisite(s): none
Corerequisite(s):none

GEP1001 Cooperative Education and Job Readiness

Students are guided through a series of activities that prepare them to conduct a professional job search and succeed in the workplace. Through a detailed orientation students learn the cooperative education program policies and procedures related to searching and securing a work term opportunity. Students identify their strengths and transferable skills and participate in workshop-style sessions that focus on cover letter and resume development, interview techniques and job search strategies. Students learn how to navigate a web-based resource centre, which is used to post employment and cooperative education job opportunities. Students reflect on workplace success, ethics and responsibilities.

Prerequisite(s): none
Corerequisite(s):none

HRM4201 Human Resource Management

Human capital is a critical organizational resource contributing to organizational agility, goal attainment and ultimate viability through progressive human resources management. Students explore all the human resources management specializations, including the role of human resources within organizational and strategic contexts, human resources planning, employee recruitment and selection, training and development, performance assessment, compensation and benefits, employee relations and labour relations. Furthermore, students investigate occupational health and safety, international human resources and relevant legislative frameworks.

Prerequisite(s): none
Corerequisite(s):none

LAN3101 Spanish - Beginner 1

The Spanish language is an asset when communicating in the workplace. Students with no prior knowledge of Spanish acquire basic forms and structures to interact and communicate in a simple way with Spanish speakers. Class instruction and practice, repeated feedback, and exposure to a variety of language samples support students to gain basic oral expression and comprehension using simple phrases that develop vocabulary, pronunciation, and comprehension. Students begin to appreciate cultural and linguistic differences when Spanish is used in the workplace.

Prerequisite(s): none
Corerequisite(s):none

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Prerequisite(s): none
Corerequisite(s):none

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Prerequisite(s): none
Corerequisite(s):none

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Prerequisite(s): none
Corerequisite(s):none

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Prerequisite(s): none
Corerequisite(s):none

LAN3102 Spanish - Beginner 2

The workplace benefits from having professionals with knowledge of the Spanish language. Students with basic knowledge of Spanish gain more control over forms and structures to interact and communicate in a simple way with Spanish speakers. Class instruction and practice, repeated feedback, and exposure to a variety of language samples provide students with opportunities to enhance their basic oral expression and comprehension using simple phrases that further develop vocabulary, pronunciation, and comprehension. Students deepen their knowledge of cultural and linguistic differences of Spanish in the workplace.

Prerequisite(s): none
Corerequisite(s):none

Corerequisite(s):none

LAN3102 Spanish-Beginner 2

The workplace benefits from having professionals with knowledge of the Spanish language. Students with basic knowledge of Spanish gain more control over forms and structures to interact and communicate in a simple way with Spanish speakers. Class instruction and practice, repeated feedback, and exposure to a variety of language samples provide students with opportunities to enhance their basic oral expression and comprehension using simple phrases that further develop vocabulary, pronunciation, and comprehension. Students deepen their knowledge of cultural and linguistic differences of Spanish in the workplace.

Prerequisite(s): none
Corerequisite(s):none

LAW4300 Business Law

Businesses operate within a complex legal environment. Although some people may be unaware of the significance of the rule of law, it nevertheless pervades society generally, and the business world more specifically. To appreciate the operation of a functional legal system in the business arena, students explore the jurisdiction, scope and fundamental principles in the various interrelated legal sub-fields, including contracts, torts and human rights. Students also compare the Quebec civil legal system with the British common law system in the other Canadian jurisdictions. Using legal arguments and methodologies, students explore the sometimes conflicting principles of ethics, law and justice.

Prerequisite(s): none
Corerequisite(s):none

MGT4102 Business Fundamentals

In today's growing global economy, organizations are facing many new, diverse and competing challenges that have significant impact on their organizations. Students discover the essential management concepts of planning, organizing, leading and controlling. Other topics include human resources, strategy, decision making, ethics and social responsibility as well as organizational culture and change. Students apply various theoretical frameworks utilizing tools including case methodology, terms and discussions.

Prerequisite(s): none
Corerequisite(s):none

MGT4306 Business Analysis

Business Analysis is a methodology for enabling change in an organizational context through the identification of business needs and recommending solutions to improve business processes. Focus is on business requirements development and requirements management using various modeling techniques such as Business Analysis Body of Knowledge (BABOK). Students examine requirements analysis, cost benefit analysis and value engineering to determine why and how to solicit, analyze, validate and document business requirements or issues. Students use modeling concepts to prepare a business case and to explore the roles and responsibilities of the business analyst. Using case studies, students determine business requirements in the context of users and clients, model the requirements and provide implementation solutions. Students also acquire advanced skills of business modeling using industry standards, tools and notations.

Prerequisite(s): none
Corerequisite(s):none

MGT4403 Introduction to Project Management

A thorough introduction to modern project management is provided, guiding students through the fundamental tools and behavioural skills needed to successfully launch, lead and realize benefits from projects in organizations. Students learn the skills necessary to manage teams, schedules, risks, budgets, scope and stakeholders to produce desired outcomes. Through the use of case

studies, individual and group assignments students, analyze how organizations use projects as catalysts for change in order to maintain a leading edge in business. Case studies exemplify standards and best practices used in the profession. Students learn how to navigate through the project life-cycle and how to manage resources within the project team framework: special attention is given to accountability and critical success factors required to overcome resistance to change.

Prerequisite(s): none
Corerequisite(s):none

MKT4101 Marketing

Consumers and business professionals are continuously influenced by marketing. Students obtain an overview of the marketing function and its relationship with other business operations. Students analyze fundamental marketing concepts, including strategic product planning and analysis, buyer behavior, trends in retailing, wholesaling, web marketing, market segmentation, target marketing and market research. Students conduct industry analysis and environmental scans and examine the marketing mix in detail consisting of product, price, promotion and distribution channels. Discussions and activities address the needs of organizations in the private and public sectors, as well as not-for-profit organizations.

Prerequisite(s): none
Corerequisite(s):none

MKT4400 Product and Pricing Strategies

Product and pricing decisions are an integral part of marketing strategy and also play a significant part in creating an ideal marketing mix. Students examine the process of new product development, launches, and the distinct characteristics of products and services. Tools and strategies for the management of a product through its life cycle are explored. Students investigate the use 'Pricing' as a powerful lever to maximize profit and as an indicator or quality and value. Marketing theories such as price sensitivity, competitive pricing, dynamic pricing, and pricing-based market segmentation are explored. Through case studies, simulations and analysis students use tools and techniques to assess the impact of product and pricing strategies on the success of products and services.

Prerequisite(s): MKT4101 and MKT4411
Corerequisite(s):none

MKT4402 Brand Management

With the prevalence of online and mobile word-of-mouth, companies do not have as much control of the brand message as they had in the past. The focus is on the complexities of strategically building and maintaining a brand image through internal and external communications utilizing traditional, one-way channels as well as interactive digital channels. Students determine a desirable brand image and craft strategies and tactics in line with said image.

Prerequisite(s): none
Corerequisite(s):none

MKT4405 Marketing Analysis and Insights

In modern marketing, it is increasingly important for organizations to engage in ethical and socially responsible behaviour. Students analyze critical issues in the ever-evolving field of corporate social responsibility and examine the challenges of using available information while respecting ethical boundaries. Through case studies, students practice ethical decision-making and learn to be responsible members of the marketing community.

Prerequisite(s): none
Corerequisite(s):none

MKT4406 Sales and Distribution Management

Most successful companies have strong sales capabilities and apply effective distribution management to reach their target audience. 'Place' decisions are critical in a company's marketing mix. Students examine planning, developing, leading and evaluation of sales efforts. The challenges of sales and the importance of communication are also explored. Through case studies and exercises students assess methods for the development of an effective distribution channel, and different types of channels including franchising, electronic channels and management of channel partners.

Prerequisite(s): MKT4411
Corerequisite(s):none

MKT4407 Advertising, Public Relations and Sales Promotion

Marketing professionals require skills in advertising, sales promotions and public relations to manage a brand and while interacting with different marketing agencies. Students explore different forms of advertising, and suitability of different types of communications based on consumer research. Principles, practices and techniques for sales promotion and public relations principles are examined to create brand support. Students analyze consumer research to ideate creative advertising. Through strategic planning and creative development, students build skills and techniques for advertising in a wide range of traditional and digital media.

Prerequisite(s): MKT4411
Corerequisite(s):none

MKT4408 Marketing for Non-Profit Organizations and Government

Non-profit organizations use traditional marketing methods in unique ways to build public awareness for their mission and to gain support through donors and volunteers. Students examine marketing strategies that can be used to recruit volunteers, increasing visibility, recruiting brand ambassadors / influencers / advocates / supporters to raise funds and create social change. Emphasis is placed on ethical fundraising and stakeholder relationships. Students investigate the unique challenges of cause-related marketing due to critical need for resource development. Through research, group discussion and case studies, students explore techniques for volunteer recruitment, fundraising events, major gifts, and grant proposal writing.

Prerequisite(s): none
Corerequisite(s):none

MKT4409 B2B Marketing

Businesses may sell products or services to other businesses (B2B). Marketing products or services to another businesses (B2B) requires a unique approach, which is distinct from marketing to consumers (B2C). Students examine the unique nature of business customer/client needs, and the different marketing strategies that can be employed to successfully fulfil these needs. Students investigate techniques for marketing to business executives, procurement officers, and other people who make purchasing decisions on behalf of their businesses or organizations. Through case study and real-world exercises students develop skills to create value for business customers; design product and channel strategies; establish strong communications; build strong sales and pricing and effectively manage customer relationships of individuals who are not the end consumers, often lengthening the time and complexity of sales.

Prerequisite(s): ESC4300 and MKT4400 and MKT4600
Corerequisite(s):none

MKT4410 Personal Branding and Career Development

Personal branding is an essential skill for marketing professionals to communicate their competencies and expertise to prospective employers and clients. Students research and apply branding concepts to explore and develop their own personal brands suitable for their chosen career path. Students reflect on the transferrable skills, knowledge, attitudes and experiences that they bring to the marketing profession to create their own unique selling proposition. The importance of consistent branding across all communication platforms is examined. Students create personal branding assets including tailored resumes and online profiles across various media to support informed career pathways. They also develop skills to assist them in life-long learning to

help stay current in the field.

Prerequisite(s): none
Corerequisite(s):none

MKT4411 Integrated Marketing Communications

Integrated Marketing Communications (IMC) is a strategic, collaborative, and well-coordinated approach to provide relevant, consistent and persuasive brand messaging for target audiences. Students examine various marketing channels and methods for communicating with customers in an integrated way. Marketing communication plans that employ a promotional mix including advertising, direct marketing, sales promotions, public relations, and digital and social media marketing, are explored. The focus is on the integration of strategies and tactics for both digital and traditional marketing tools. Students apply IMC frameworks to write an integrated marketing communications plan for a specific product or service.

Prerequisite(s): MKT4101
Corerequisite(s):none

MKT4412 Content Marketing

An effective marketing strategy depends on quality content development and distribution of relevant, engaging, and consistent messages across multiple media. The focus is on methods for attracting and retaining target audiences to initiate a call to action. Students examine tools and techniques such as promotional videos, articles and, blogs, opinion pieces, and social media influencer posters. Students investigate how content marketing links and integrates with overarching marketing strategy and brand development. Using basic coding for multiple platforms, students create prototype websites and social media pages to support content marketing objectives.

Prerequisite(s): MKT4101
Corerequisite(s):none

MKT4413 Marketing Research

Marketing decisions require a systematic approach based on marketing research. Marketing research uses systematic gathering and analysis of primary and secondary information. Students utilize exploratory, descriptive and causal research methods in order to make business decisions. Research skills such as sampling, statistical analysis and questionnaire design are reviewed and practiced. Students conduct a marketing research study, analyze the results using appropriate tools and make strategic marketing recommendations.

Prerequisite(s): MKT4101 and QUA2000
Corerequisite(s):none

MKT4414 Digital Marketing Tools and Technologies

Digital media is an important element of a communications plan as consumers rely more and more upon online information to make decisions. Students explore the various existing and emerging media options, such as social media pages, search engine optimization, digital analytics and artificial intelligence, to garner new traffic, leads and sales. Emphasis is placed on strategies to personalize customer experiences and remaining current with digital marketing trends. Students craft digital media plans appropriate for brands' strategic objectives.

Prerequisite(s): MKT4412
Corerequisite(s):none

MKT4415 Entrepreneurial Marketing and Future Trends

Entrepreneurs are challenged to compete against well-established, better known, and more resourceful companies. They need to apply innovative marketing solutions and predict future trends to create a competitive brand in a crowded marketplace. Students examine the unique challenges of marketing for entrepreneurs from customer discovery, acquisition and scaling.

Students research and identify major global and digital trends in marketing and make recommendations to adapt marketing plans to support entrepreneurs and start-ups. Using case studies, discussions and local businesses as examples, students formulate modern marketing strategies for entrepreneurial ventures.

Prerequisite(s): none
Corerequisite(s):none

MKT4416 Marketing Ethics and Social Responsibility

In modern marketing, it is increasingly important for organizations to engage in ethical and socially responsible behaviour which are often incorporated into marketing. Students analyze critical issues in the ever-evolving field of corporate social responsibility and examine the challenges of using available information while respecting ethical boundaries. Through case studies, students practice ethical decision-making and learn to be responsible members of the marketing community.

Prerequisite(s): MKT4101
Corerequisite(s):none

MKT4600 Customer Relationship Management

Customer Relationship Management (CRM) is a set of tools that help businesses to develop and maintain profitable business relationships with their customers. Organizations benefit from implementing marketing practices to track customer acquisition, retention and preferences. Students identify the most and least profitable customers in order to better understand which customer segments to focus customer relationship management efforts upon. Through case studies, examples and group discussions, students create and utilize a customer relationship management database in order to create a more positive relationship with the firm's most valuable customers.

Prerequisite(s): ADV4505
Corerequisite(s):none

MKT4701 Services Marketing

A significant portion of the modern economy is comprised of services, which are not associated with a product. Marketing services can be significantly different than marketing products since a service is intangible and perishable. Students evaluate and analyze concepts and decisions involved with the marketing of services using traditional and digital marketing methods. Through case studies, discussions and project work students learn to strategically examine service marketing, including measures of quality in the profit and non-profit context.

Prerequisite(s): none
Corerequisite(s):none

MKT4702 Market Planning, Strategy, and Industry Project

Effective marketers understand how to think strategically to build a brand and achieve business goals. Building on marketing strategy, theory and techniques, students use case studies, short lectures and project work to explore marketing plans, particularly for digital marketing. Students prepare a comprehensive situation analysis, create marketing objectives and strategies and suggest digital tools to solve a real-world marketing problem. Project work includes relevant marketing research, business analysis, essential project management skills and tools for marketing.

Prerequisite(s): none
Corerequisite(s):none

MKT4803 International Marketing

Business in the modern economic era is conducted on a global scale; however, differences in marketing realities still exist between geographical markets. Modern marketing plans need to consider the distinctions that exist between markets. The focus is on strategic approaches for success in international markets, including market selection and segmentation, formulation of

international marketing mix programs and international marketing strategies for small, medium and multinational firms. Through case studies, discussions and videos students become sensitized to concepts such as culture, values, behaviour and intercultural communication.

Prerequisite(s): none
Corerequisite(s):none

PHI1000 Logic and Critical Thinking

Logic and critical-thinking skills play an important role in both daily life and ongoing academic studies. As foundational skills, they support both the development and assessment of ideas, concepts and courses of action that are presented on a daily basis. Approaching the subject from both a practical and theoretical perspective, students hone their skills in analysis, argumentation, reasoning and persuasion. A range of topics and thinkers provide material with which students can exercise and apply their skills.

Prerequisite(s): none
Corerequisite(s):none

PHI2002 Ethical Decision Making

To avoid potential prosecution, companies and their employees are well-advised to engage in ethical decision-making practices in all business situations. Students examine ethical concepts and principles, compare a variety of ethical decision-making models and utilize these principles and models to make ethically sound decisions in a variety of contexts. Students also design a code of ethics, practice making ethically- based decisions and develop the analytical skills required to recognize, evaluate and resolve ethical dilemmas in the workplace.

Prerequisite(s): PHI1000
Corerequisite(s):none

Prerequisite(s): PHl1000
Corerequisite(s):none

PHI2002 Ethical Decision Making

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Prerequisite(s): PHl1000
Corerequisite(s):none

PHI4000 Philosophy and Popular Culture

Many facets of today's popular culture engage, directly or indirectly, with the concerns of a variety of philosophical traditions. Drawing on a number of examples, students explore both the way popular culture permeates and spreads through society and the way it interprets and presents philosophical questions. Students develop skills and techniques for assessing the soundness and validity of thought experiments.

Prerequisite(s): PHl1000
Corerequisite(s):none

PHI4002 The Philosophy of Drugs

Drugs are everywhere: professionals prescribe them to us to make us "better"; we take them recreationally; we give them to our children, pets and other loved ones; we buy them on the streets and in grocery stores. What are "drugs"? Why are some drugs legal and others not? How do drugs get to market? What ethical issues are relevant in a global drug industry? Are current intellectual property regimes appropriate if the goal of drug research is to promote benefits to society? Students critically examine these, and other, questions through the lens of historical and contemporary ethical, philosophical and legal theories and arguments. Students engage in various peer-oriented learning activities throughout the course.

Prerequisite(s): none
Corerequisite(s):none

Prerequisite(s): none
Corerequisite(s):none

PHI4003 The Philosophy of Love and Sex

Love and sex are central to the human condition, and have been topics of academic inquiry and controversy throughout history. Various practices surrounding love and sex are celebrated in Western culture, such as monogamy and marriage, while other practices, such as polygamy and pedophilia, are condemned. Why is this? Students critically explore these and other issues surrounding love and sex using examples from popular music, movies and literature, framing those issues with the help of historical and contemporary philosophical theories and arguments. Students engage in various peer-oriented learning activities throughout the course.

Prerequisite(s): none
Corerequisite(s):none

PHI4004 Technology,Society and the Environment

Environmental issues have come to occupy a central place in the marketplace, politics, policy, and society at large. Owing largely to the many environmental consequences that have accompanied industrialization, we humans have been forced to rethink the complex relationship between technology, society and the environment. Students investigate philosophical concepts and theories surrounding technology, society and the environment including: the "naturalness" of technology, sustainability and animal rights. Students critically examine course material by focusing on questions such as: What is nature, and what role do/should humans occupy in it? What do we owe non-human organisms? What do we owe future generations? Students engage in various peer-oriented learning activities throughout the course.

Prerequisite(s): none
Corerequisite(s):none

PHI4100 Survival in the Information Age: Risk and the Media

On an almost daily basis, the media, through its various outlets - television, radio, web sites, RSS, and podcasts - reports on issues that address our wellbeing. Through discussions, readings, and

assignments, students enhance their ability to interpret and question information presented by the media by better understanding the inherent risks. Issues like alternative medicine (i.e. vaccinations) and socio-legal issues (i.e. bullying, hacking, surveillance, privacy) provide grounds for students to use principles from the social science as a means to think critically about real and perceived risks in daily life.

Prerequisite(s): PHl1000
Corerequisite(s):none

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Prerequisite(s): PHl1000
Corerequisite(s):none

PHY4000 Black Holes, Big Bangs and the Cosmos

The dynamic and exciting field of Cosmology outlines our current understanding of the Universe from its start, at the so-called Big Bang, through the ensuing 13 plus billion years to the present and beyond. Students learn how to discuss our present understanding of the three phases of the Universe as well as its five part make up, with matter making up only 4% of the whole. Students explain our knowledge of the various phases of evolution of the Cosmos and also the latest theories and experiments that are trying to address our uncertainties. Throughout the course, students evaluate and debate many of today's ideas and concepts revolving around cosmology.

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Corerequisite(s):none

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Prerequisite(s): none
Corerequisite(s):none

PSI2000 Navigating Canada's Political Landscape

A developed knowledge of government and politics is key to an effective participation in public life. Drawing on current events, students explore the societal, cultural and constitutional context along with the major political parties and institutions that shape the Canadian political landscape. Students develop skills and techniques that allow them to position politicians, parties, and policies, past and present, on the spectrum of political ideology and Canadian political traditions. Working together and individually, students analyze issues from the perspective of various political approaches.

Prerequisite(s): none
Corerequisite(s):none

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Prerequisite(s): none
Corerequisite(s):none

PSY2100 Introductory Psychology

With its applications to behaviour and personality, psychology extends its reach into many aspects of our personal lives. The broad applications of this social science in both an applied and theoretical context are premised on a number of fundamental principles. Students explore historical breakthroughs that define the current boundaries of the discipline and interact with a number of the foundational concepts that resonate throughout daily life and popular culture. Students develop an introductory knowledge in the various schools of thought within the discipline.

Prerequisite(s): none
Corerequisite(s):none

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Corerequisite(s):none

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Prerequisite(s): none
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Prerequisite(s): none
Corerequisite(s):none

QUA2000 Statistics

Students explore fundamental statistical concepts and use statistical software to summarize, analyze and present both descriptive and inferential statistics. Topics include central tendency, variation, probability, central limit theorem, sampling, estimation, hypothesis testing and simple regression and correlation. These theoretical concepts are explained through practical examples from various sectors. Students develop the required background for further study related to research.

Prerequisite(s): none
Corerequisite(s):none

SCI2000 Environmental Science

Environmental science is an interdisciplinary study of how the earth works, human interaction with the earth and how to address the existing environmental problems. Students explore natural capital and the degradation. Students engage in case studies, critical thinking and analysis of

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alternatives in exploring solutions and trade-offs in trying to address degradation.

Prerequisite(s): ENL1100 and PHI1000
Corerequisite(s):none

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Prerequisite(s): ENL1100 and PHI1000
Corerequisite(s):none

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Prerequisite(s): ENL1100 and PHI1000
Corerequisite(s):none

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Prerequisite(s): ENL1100 and PHI1000
Corerequisite(s):none

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Prerequisite(s): ENL1100 and PHI1000
Corerequisite(s):none

SOC2000 Introduction to Sociology

When working with individuals and groups it is important to understand both the background and influences present. Students develop a familiarity with sociological theories and methodological approaches used to study individual and group behaviours. Students also examine variables that include culture, social class, race, and gender and how these variables may impact work with diverse individuals and groups.

Prerequisite(s): ENL1100
Corerequisite(s):none

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Prerequisite(s): ENL1100
Corerequisite(s):none

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Prerequisite(s): ENL1100
Corerequisite(s):none

SOC2001 Anti-Racism: Theory and Practice

Anti-racism is the practice of identifying, challenging, and changing the values, structures, and behaviours that perpetuate systemic racism. Students explore concepts of anti-oppressive practice, anti-racist pedagogy, diversity, and inclusion at the personal, societal, and institutional levels. Students develop an understanding of historical and present-day groups and figures that challenge oppressive structures in Canadian society. Through various learning activities anad discussion boards, students will develop the necessary knowledge, attitude, and skills to become an authentic ally within society.

Prerequisite(s): none
Corerequisite(s):none

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SOC2001 Anti-Racism: Theory and Practice

Anti-racism is the practice of identifying, challenging, and changing the values, structures, and behaviours that perpetuate systemic racism. Students explore concepts of anti-oppressive practice, anti-racist pedagogy, diversity, and inclusion at the personal, societal, and institutional levels. Students develop an understanding of historical and present-day groups and figures that challenge oppressive structures in Canadian society. Through various learning activities anad discussion boards, students will develop the necessary knowledge, attitude, and skills to become an authentic ally within society.

Prerequisite(s): none
Corerequisite(s):none

SOC4000 Criminology

The interdisciplinary study of social science examining the individual and social aspects of crime is known as criminology. Students work through an introduction to the social science perspective on crime. Presentations, discussions, and assignments allow students to investigate the various theoretical positions related to crime and criminal behaviour. Working forward from the types and definitions of crime, students trace some of the links between government policy and the impacts of these policies on both society and the individual.

Prerequisite(s): SOC2000
Corerequisite(s):none

SOC4001 Global Perspectives

Sociology, through its exploration of the organization of society and the connections between people and their surroundings, provides new ways of looking at the world. Using fundamental knowledge in the field of sociology, students analyze globalization and its impact on Canadian society. Students take opposing views to debate the opportunities and challenges that come with globalization.

Prerequisite(s): SOC2000
Corerequisite(s):none

WKT4405 Bcomm Marketing Co-Op Work Term 1

This mandatory co-op placement provides students with experiential opportunities within the field. Students attain entry-level positions that involve a variety of activities allowing application of principles and concepts developed during previous study. Students returning from Co-op Work Term I bring additional practical considerations to subsequent study. Although centred in public and private institutions located in Eastern Ontario, co-op employment opportunities may be sought throughout Canada and abroad.

Prerequisite(s): none
Corerequisite(s):none

WKT4406 Bcomm Marketing Co-Op Work Term 2

This mandatory co-op placement provides students with experiential opportunities within the field. Students attain entry-level positions that involve a variety of activities allowing application of principles and concepts developed during previous study. Students returning from Co-op Work Term II bring additional practical considerations to subsequent study. Although centred in public and private institutions located in Eastern Ontario, co-op employment opportunities may be sought throughout Canada and abroad.

Prerequisite(s): none
Corerequisite(s):none

WKT4407 Bcomm Marketing Co-Op Work Term 3

This mandatory co-op placement provides students with experiential opportunities within the field. Students attain entry-level positions that involve a variety of activities allowing application of principles and concepts developed during previous study. Students returning from Co-op Work Term III bring additional practical considerations to subsequent study. Although centred in public and private institutions located in Eastern Ontario, co-op employment opportunities may be sought throughout Canada and abroad.

Prerequisite(s): none
Corerequisite(s):none