

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING MANAGEMENT

At a Glance

Faculty

www.kpu.ca/business (<http://www.kpu.ca/business/>)

Area of Study:

www.kpu.ca/business/bachelor-business-administration-marketing-management (<http://www.kpu.ca/business/bachelor-business-administration-marketing-management/>)

Academic Level:

Undergraduate

Credential Granted:

Baccalaureate Degree

Start Date:

Fall (September)

Spring (January)

Summer (May)

Intake Type:

- Open

Minimum Credits Required:

120

Curriculum Effective Date:

01-Sep-2022

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.

Requirements

Admission Requirements

The Faculty's Admission Requirements, which consist of KPU's undergraduate English Proficiency Requirement (<https://calendar.kpu.ca/admissions/english-proficiency-requirements/>), apply to this program.

Declaration Requirements

Students intending to graduate with this Melville 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.

Code	Title	Credits
Business Foundation Courses		
BUSI 1215	Organizational Behaviour	3
BUSI 2390	Business Law	3
BUSI 2405	Operations Management	3
MRKT 1199	Introduction to Marketing	3
Select one of the following groups:		3-6
Group A		
ACCT 2293	Accelerated Introductory Financial Accounting	
Group B ¹		
ACCT 1110	Introductory Financial Accounting I	
ACCT 1210	Introductory Financial Accounting II	
ACCT 3380	Managerial Finance	3
ENTR 3100	Business Analysis and Decision Making	3
ENTR 3110	Advanced Organizational Behaviour	3
ENTR 3120	Managerial Accounting for Entrepreneurs	3
ENTR 4200	Business Strategy	3
Marketing Courses		
MRKT 1299	Consumer Behaviour	3
MRKT 2111	Introduction to Digital Marketing	3
MRKT 3000	Strategic Marketing Decision Making	3
MRKT 3211	Integrated Marketing Communications Management	3
MRKT 3240	Marketing Analytics and Information Management	3
MRKT 3311	Marketing in a Digital World	3
MRKT 4160	Business Development	3
Select one elective chosen from MRKT courses numbered 2000 or higher		3
Select two electives chosen from MRKT courses numbered 4200 or higher		6
Breadth Education Courses		
CMNS 1140	Introduction to Professional Communication	3
CMNS 3000	Advanced Professional Business Communications	3
ENGL 1100	Introduction to University Writing	3
ECON 1150	Principles of Microeconomics	3
ECON 1250	Principles of Macroeconomics	3
PHIL 3033	Business Ethics	3
Select one of the following:		3
BUQU 1130	Business Mathematics	
MATH 1120	Differential Calculus	
MATH 1130	Calculus for Life Sciences I	

MATH 1140	Calculus I (Business Applications)	
Select one of the following:		3
BUQU 1230	Business Statistics	
CRIM 2103	Quantitative Data Analysis I	
MATH 1115	Statistics I	
PSYC 2300	Applied Statistics	
SOCI 2365	Introduction to Social Research Statistics	
STAT 2342	Introduction to Statistics for Business	
Breadth Electives		
Select five courses numbered 1100 or higher in any area of study except ACCT, BUSI, ENTR, HRMT or MRKT.		15
General Electives		
Select seven 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 numbered 2000 or higher.		
Total Credits		120-123

¹ Students who choose Group B may count the additional Accounting course as a general elective.

Credential Awarded

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

Co-op Requirements 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. 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 into the Bachelor of Business Administration in Marketing Management Program
- Declaration of the Co-operative Education option prior to completion of 90 credits for the BBA in Marketing Management
- Minimum program GPA of 2.7

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:

- Successful completion of COOP 1101 prior to completion of 90 credits for the BBA in Marketing Management
- Minimum program GPA of 2.7
- Instructor Permission

Co-op students are advised to consult [kpu.ca/co-op](https://www.kpu.ca/co-op/) (<https://www.kpu.ca/co-op/>) for information about course enrolment and work term placements.

Co-op Course Requirements

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

Code	Title	Credits
COOP 1101	Introduction to Professional and Career Readiness	1
COOP 1150	Co-op Work Semester 1	9
COOP 2150	Co-op Work Semester 2	9
COOP 3150	Co-op Work Semester 3	9
Optional:		
COOP 4150	Co-op Work Semester 4	
Total Credits		28

Note: COOP courses must be completed in ascending numerical order. Contact the Co-op office for information about the possibility of part-time work terms. COOP courses may be used only to satisfy the Co-op designation and cannot be used to satisfy other 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 (<https://calendar.kpu.ca/academic-regulations/co-operative-education/>).

Credential Awarded

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**.