Program Planning Guide

Calendar Year: 2019/2020

Name: ____________________________
ID: ______________________________

Management Degree Programs:
www.uleth.ca/dhillon/study/degrees

Academic Calendar:
www.uleth.ca/ross/academic-calendar

High School Admission Requirements:
www.uleth.ca/ross/admissions/undergrad/high-school

Current and Past Program Planning Guides:
www.uleth.ca/ross/ppgs

Co-operative Education:
www.uleth.ca/dhillon/student-experience/co-operative-education

Dhillon School of Business Advising:

Lethbridge
www.uleth.ca/dhillon/student-support/advising
dhillon.advising@uleth.ca
403-329-2153
M2060

Calgary
www.uleth.ca/calgary/student-advising
calgary.campus@uleth.ca
403-571-3360
Suite 56032, 345 - 6th Avenue SE

This is a planning guide and not a graduation check or guarantee of course offerings. You should have a program check done in your final year of studies. Students are responsible for the accuracy of their own programs. The guide should be used in conjunction with the University of Lethbridge Calendar, which is the final authority on all questions regarding program requirements and academic regulations. Contact an Academic Advisor in the Dhillon School of Business for advising information.
Bachelor of Management as a Second Degree - Marketing

Calendar Year - 2019/2020

Name: ___________________________________________  ID: __________________________
First Degree: ______________________________________  AGPA: _______________________
Institution: ________________________________________  Awarded: ____________________

B.Mgt. Marketing as a Second Degree
Completion of 15 to 25 courses (45.0 to 75.00 credit hours) with cumulative and graduation grade point averages of at least 2.00.

Core Requirements (17 courses)
- Economics 1010 - Introduction to Microeconomics
- Economics 1012 - Introduction to Macroeconomics
- Management 1000 - Introduction to Management
- Management 2020 - Marketing
- Management 2030 - Introduction to Organizational Behaviour
- Management 2070/Economics 2070 - Operations and Quantitative Management
- Management 2100 - Introductory Accounting
- Management 2400 - Management Accounting
- Management 3031 - Managing Responsibly in a Global Environment
- Management 3040 - Finance
- Management 3050 - Human Resource Management
- Management 3061 - Information Systems and Management
- Management 3080 - Managerial Skill Development
- Management 3650 - Introduction to International Management
- Management 4090 - Management Policy and Strategy
- Statistics 1770 - Introduction to Probability and Statistics

One of:
- Writing 1000 - Introduction to Academic Writing
- A university English course

Major Requirements (12 courses)
- Economics 3030 - Managerial Economics
- Management 3210 - Consumer Behaviour
- Management 3215 - Introduction to Marketing Communications and Social Media
- Management 3220 - Marketing Research
- Management 4230 - Marketing Management
- Psychology 1000 - Basic Concepts of Psychology
- Sociology 1000 - Introduction to Sociology
- Psychology 2330 - Learning and Cognition
- Psychology 2700 - Behaviour and Evolution
- Psychology 2800 - Social Psychology
- Sociology 2300 - Committing Sociology
- Sociology 2410 - Sociology of Gender
- Sociology 2600 - The Individual and Society
- Sociology 2700/Health Sciences 2700 - Health and Society
- Sociology 3220 - Contemporary Sociological Theory
- Sociology 3420 - Sociology of Work

One of:
- Economics 2900 - Economics and Business Statistics
- Statistics 2780 - Statistical Inference

Three of:*
- Management 3205 - Sports Marketing
- Management 3225 - Brand Management
- Management 3230 - Retailing Management
- Management 3240 - Sales Management
- Management 3250 - Social Marketing
- Management 3260 - Not-for-Profit Marketing
- Management 3280 - Services Marketing Management
- Management 3290 - Marketing and Society
- Management 3806 - Small Business Management
- Management 3862 - E-commerce Management
- Management 4215 - Advanced Marketing Communications and Social Media
- Management 4220 - Cross-Cultural Marketing

Total = 29 courses

Graduation Requirements
Residence
15 courses, including
10 senior Management courses
Course requirements met/will be met
☐ met
☐ met

Cum. GPA ____________  MGT GPA ____________

Signature ____________________  Date ____________
Bachelor of Management as a Second Degree - Marketing

*If students wish to further specialize within the field of Marketing, they may choose a concentration in Marketing Communications or Socially Responsible Marketing. Concentrations are not required. Students who choose a concentration will replace the ‘Three of’ requirement above with the courses in the chosen concentration, listed below. Note that completing a concentration may require a student to complete extra courses.

Marketing Communications Concentration

- Management 3862 - E-commerce Management
- Management 4215 - Advanced Marketing Communications and Social Media

Two of:

- Management 3225 - Brand Management
- Management 3980 - Applied Studies/Field Experience I (with a marketing communications focus)
- Management 3990 - Independent Study (with a marketing communications focus)
- New Media 2005 - Design Fundamentals for New Media
- New Media 2010 - Visual Communications for New Media
- New Media 3250 - Media, Advertising, and Consumer Culture
- New Media 3700 - Event and Exhibition Design

OR

Socially Responsible Marketing Concentration

Two of:

- Management 3250 - Social Marketing
- Management 3260 - Not-for-Profit Marketing
- Management 3290 - Marketing and Society

Two of:

- Management 3250 - Social Marketing
- Management 3260 - Not-for-Profit Marketing
- Management 3290 - Marketing and Society
- Management 3552 - Sustainable Tourism
- Management 3710 - Managing Not-for-Profit Organizations
- Management 3980 - Applied Studies/Field Experience I (with a not-for-profit organization)
- Management 4580 - Environmental Management
- Management 4640 - Cross-Cultural Work Study
- New Media 3250 - Media, Advertising, and Consumer Culture

1. Students should be aware that these courses have prerequisites which may require taking courses extra to their minimum degree requirements. Students are strongly advised to discuss their program with an academic advisor early in their program.

2. Students cannot use Management 3250, Management 3260, and Management 3290 to fulfill requirements from both “Two of:” lists.

3. The work study placement must have a primary focus on social responsibility, social marketing, or it must be housed within a non-for-profit organization in order to receive credit for the Socially Responsible Marketing Concentration.

Students are responsible for familiarizing themselves with program requirements and regulations outlined in the University of Lethbridge Calendar including, but not limited to:

Minimum Grade Requirement

A minimum grade of 'C-' is required in ECON 1010; ECON 1012; STAT 1770; WRIT 1000 OR a university English course; all Management courses, including courses cross-listed with Management; and all courses in the major marked with an asterisk (*) in order to meet degree requirements.

Residence Requirement

Students must successfully complete at least 15 courses at the U of L, extra to the first degree, including 10 MGT courses at the 3000/4000 level.

Program Length

Second degree programs will be developed individually and will be a maximum of 25 courses in length. Courses completed as part of a first degree may be used to waive course requirements in the B.Mgt. as a second degree. Such waivers will be decided at the time of admission by the Advising and Academic Support Office. Students who change to another major after admission will need to have their program reassessed and may be required to complete additional courses for the new major. All degree requirements must be completed within 10 years after acceptance into the Dhillon School of Business.