



Post-Baccalaureate Diploma Marketing

Name		TRU ID	
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Admission Requirement	Prerequisite	Availability	Term	Grade
English (6 cr)	Students with IELTS above 7.5 with no band below 7.0 only needs CMNS 1290			
Choose 2	ENGL 1100 University Writing	(F-W-S) (OL)		
	CMNS 1290 Intro to Professional Writing	(F-W-S) (OL)		

For program graduation, a C- or better is required in all program courses.

Math/ Stats (6cr)	ECON 2320 Economics and Business Statistics 1	*	(F-W-S) (OL)	
	ECON 2330 Economics and Business Statistics 2	ECON 2320, MIST 2610*	(F-W-S) (OL)	

Core Business Courses (15 cr)	ACCT 2210 Financial Accounting		(F-W-S) (OL)	
	ACCT 2250 Management Accounting	ACCT 2210, ENGL 1100,	(F-W-S) (OL)	
	MKTG 2430 Introduction to Marketing	CMNS 1290	(F-W-S) (OL)	
	MIST 2610 Management Information Systems	ENGL 1100	(F-W-S) (OL)	
	ORGB 2810 Organizational Behaviour	ENGL 1100	(F-W-S) (OL)	

Upper Level Business Courses (18 cr)	SCMN 3320 Supply Chain Management	MIST 2610, (ACCT 2250, ECON 2330)	(F-W-S)	
	IBUS 3510 International Business	MKTG 2430 *	(F-W-S) (OL)	
	MNGT 3710 Business Ethics and Society	CMNS 1290	(F-W-S) (OL)	
	MKTG 3470 Consumer Behaviour	MKTG 2430	(F-W) (OL)	
	MKTG 3480 Marketing Research	MKTG 2430, ECON 2330	(F-W) (OL)	
	MKTG 4460 Marketing Strategy	MKTG 3480 *	(F-W)	

Upper Level Business Courses (21 cr) Choose 7	MKTG 3450 Professional Selling	MKTG 2430	(F-W) (OL)	
	MKTG 4400 Professional Sales Management	MKTG 3450	(W)	
	MKTG 4410 Services Marketing	MKTG 2430	(F-W) (OL)	
	MKTG 4412 New Product Development	MKTG 3480 *	(F)	
	MKTG 4420 Brand Management	MKTG 2430	(F-W)	
	MKTG 4422 Social Media Marketing	MKTG 2430	(W)	
	MKTG 4430 Retail Management	MKTG 2430	(F-W) (OL)	
	MKTG 4450 E-Commerce	MKTG 2430	(F-W) (OL)	
	MKTG 4470 International Marketing	MKTG 2430	(F-W-S) (OL)	
	MKTG 4480 Integrated Marketing Communication	MKTG 2430	(F-W) (OL)	
	MKTG 4490 Business-to-Business Marketing	MKTG 2430	(W) (OL)	
	BUSN 4990 Special Topics (Marketing topics)	MKTG 2430		
	ECON 4330 Forecasting in Business and Economics	ECON 2330	(F-W)	

* will require prerequisite waiver from Advisor

** Course offering is subject to change. Visit online schedule to find the availability each semester.