

Part-time Program Delivery Schedule  
**Business – Marketing Diploma (BMKN)**  
**Ontario College Diploma**  
**Winter 2023 intake**

**Graduation requirements:** 19 Program Courses, 2 Communications Courses, 3 General Education Courses

Recommended sequence – 2 courses per semester				
Semester	Course Code	Course Name	Term	Available Online
Sem 1	MATH1002	Mathematics of Finance	Winter 2023	Y
Sem 1	MKTG1000	Introduction to Marketing	Winter 2023	Y
Sem 2	MKTG1019	Intro to Marketing Research	Summer 2023	
Sem 1	COMP1003	Microcomputer Applications	Summer 2023	Y
Sem 3	MKTG 2038	Marketing Performance Management (prerequisite:COMP1003)	Fall 2023	
Sem 3	ADVE 2001	Integrated Marketing Communications (prerequisite: MKTG1000)	Fall 2023	Y
Sem 1	COMMxxxx	<a href="#">Communications Course</a>	Winter 2024	Y
Sem 1	ACCT1000	Financial Accounting Principles 1	Winter 2024	Y
Sem 2	ADVE 1007	Advertising Design Basics	Summer 2024	
Sem 2	ADVE 2005	Pitching the Campaign	Summer 2024	
Sem 3	ADVE 2013	Account & Project Management	Fall 2024	
Sem 3	COMMxxxx	<a href="#">Communications Course</a>	Fall 2024	Y
Sem 4	MKTG 1003	Principles of Sales	Winter 2025	Y
Sem 4	MKTG 2041	Applied Digital Marketing	Winter 2025	
Sem 2	MKTG 1017	Digital Marketing (prerequisite: MKTG1000)	Summer 2025	Y
Sem 2	MKTG 1018	Strategic Marketing Planning (prerequisite: MKTG1000)	Summer 2025	
Sem 3	ECON 1000	Microeconomics	Fall 2025	Y
Sem 2	GNEDxxxx	<a href="#">General Education</a>	Fall 2025	Y
Sem 4	MKTG 2039	Strategic Marketing Leadership (prerequisite: MKTG1018)	Winter 2026	
Sem 4	MKTG 2040	Marketing Research Fieldwork (prerequisite: MKTG1019)	Winter 2026	
Sem 4	MKTG2033	Professional Edge	Summer 2026	Y
Sem 3	GNEDxxxx	<a href="#">General Education</a>	Summer 2026	Y
Sem 1	BUSI 1001	Organizational Behaviour	Fall 2026	Y
Sem 4	GNEDxxxx	<a href="#">General Education</a>	Fall 2026	Y

\*\*\*\* Note – courses schedule subject to change \*\*\*\*

**Registration opens August  
 December 19, 2022**

<b>ONLINE course listing</b>			
<b>Semester</b>	<b>In-class course</b>	<b>Online Equivalent</b>	<b>Term</b>
Sem 1	BUSI1001 Organizational Behaviour	BUSI1001 Organizational Behaviour	S
Sem 1	MATH1002 Mathematics of Finance	MATH 1002 Mathematics of Finance	F W S
Sem 1	MKTG1000 Introduction to Marketing	MKTG 1020 Marketing 1 (ODE)	F W S
Sem 2	MKTG1017 Digital Marketing	MKTG2045 Digital Marketing	F W S
Sem 4	MKTG2033 Professional Edge	MKTG2033 Professional Edge	S
Sem 1	COMP1003 Microcomputer Applications	COMP1003 Microcomputer Applications	F W S
Sem 1	ACCT1000 Financial Accounting Principles 1	ACCT1000 Financial Accounting Principles 1	F W S
Sem 3	ADVE2001 Integrated Marketing Communications	MKTG 2016 Integrated Marketing Communications One (ODE)	F W S
Sem 4	MKTG1003 Principles of Sales	MKTG 1014 Personal Selling (ODE)	F W S
Sem 3	ECON1000 Microeconomics	ECON1004 Microeconomics (ODE)	F W S
Sem 4	GNEDxxx General Education		F W S
Sem 3	<a href="#">COMMxxx Communications Course</a>		F W S

### Questions?

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