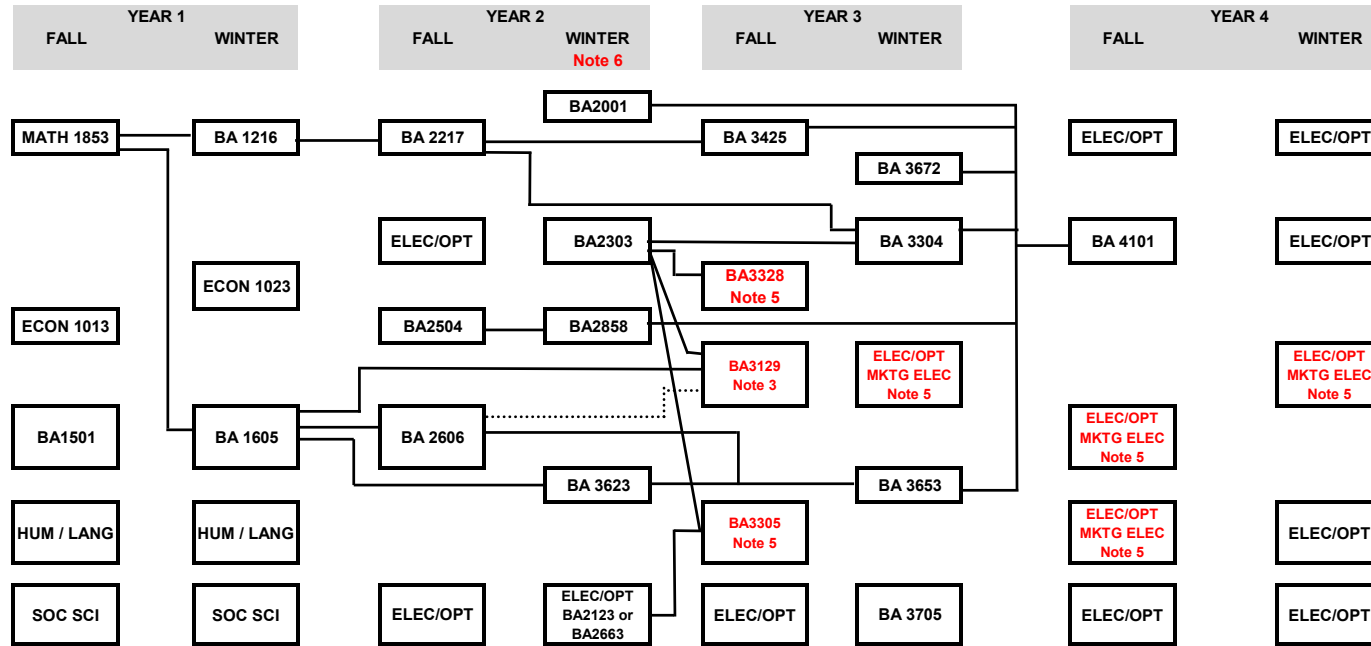


Bachelor of Business Administration with a Marketing Major (BBA MKTG Major)

Academic Year: 2024/2025



Solid lines indicate pre-requisites and dotted lines indicate co-requisites.

Please refer to Notes 1-6 below.

SOCIAL SCIENCES/HUMANITIES & LANGUAGES

REQUIRED

6 chs Social Sciences

6chs

REQUIRED

6 chs Humanities & Languages

6chs

Social Sciences Include

- COMS Communications Studies
- GEND Gender Studies
- GEOG Geography
- INDG Indigenous Studies
- POLS Politics
- PSYC Psychology
- SOCS Social Science
- SOCI Sociology

Humanities & Languages Include

- | | |
|---------------|-------------------|
| CLAS Classics | HUM Humanities |
| ENGL English | LAT Latin |
| FR French | SPAN Spanish |
| GER German | PHIL Philosophy |
| HIST History | UNIV Univ. Skills |

"BA" ELECTIVES & OPTIONS CREDIT HOURS ("chs")

18 chrs Required

Business Electives

- BA/ECON
- BA/ECON
- BA/ECON
- BA/ECON
- BA/ECON
- BA/ECON
- 18chs

33 chs Option Courses

(See Note 1 below)

33chs

Enter Registration Advice Here

1st Year

Fall term Winter term

2nd Year

Fall term Winter term

3rd Year

Fall term Winter term

4th Year

Fall term Winter term

Note 1: 33 credit hours (chs) of option courses are required for the BBA degree. Of the total 33 chs, a maximum of 18 chs can be Business or Economics courses (ie courses starting with "BA" or "ECON") and a maximum of 12 chs can be courses in other disciplines that are at the introductory level (1000 level)

Note 2: To count toward the BBA degree, a minimum grade of "C" is required for all courses except option courses. A minimum grade of "D" is sufficient for option courses to count toward the BBA.

Note 3: Prerequisites for BA3129 are: BA1605 **PLUS one** of BA2303, BA2858 or HTM1103 **PLUS** co-requisite BA2606 (meaning BA2606 may be taken before or with BA3129).

Note 4: Red font within the flowchart indicates Marketing major courses; to be awarded the MKTG major, a minimum grade of "C" and an overall "B" average is required for these courses.

Note 5: A total of 21 credit hours are required for the Marketing major; 9 credit hours of compulsory courses (BA3305, BA3328, BA3129) & 12 credit hours of Marketing electives which can be chosen as follows:
i) earn a grade of C or higher in four of the following business and non-business elective courses. A minimum of two courses must be from the business electives:

Business electives: BA2501, BA2611, BA3123, BA3134, BA3301, BA3339, BA3371, BA3661, BA4107or BA108, BA4193, BA4303, BA4334, BA4398. Note: Students may count only BA4107 OR BA4108 toward the Marketing Major, not both.

Non-business electives: COMS2119, FR3203, PHIL3153, PSYC2693, PSYC3383, PSYC3401, PSYC3412, PSYC3493, PSYC3503, SOCI3214, SOCI3517 or other course(s) as approved by the Faculty of Business.

Note 6: Students should **declare their major(s)** in their second year. As programs and course are subject to change, please consult with the Faculty of Business' Academic Advisor at sjadvising@unb.ca or book an advising appointment at <https://outlook.office365.com/owa/calendar/Advisors@unbcloud.onmicrosoft.com/bookings/>