

# Marketing Management: Bachelor of Business Administration

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|----------------------------|-----------------------------------|
| <b>Faculty of Business</b> | kwantlen.ca/business              |
| <b>Implementation Date</b> | 01-Sep-2012                       |
| <b>Start Date(s)</b>       | September<br>January<br>May       |
| <b>Admission Type</b>      | Open admission<br>Selective entry |
| <b>Enrolment Type</b>      | Open enrolment                    |
| <b>Program Type</b>        | Undergraduate                     |
| <b>Credential Granted</b>  | Baccalaureate Degree              |
| <b>Offered At</b>          | Richmond<br>Surrey                |
| <b>Format</b>              | Full-time<br>Part-time<br>Co-op   |
| <b>How to Apply</b>        | www.kwantlen.ca/admission         |

## DESCRIPTION

The Bachelor of Business Administration (BBA) in Marketing Management program provides full-time and part-time intensive study for students wishing to earn a business degree.

The BBA in Marketing Management degree will produce graduates who bring contemporary applied marketing skills with a sound business management foundation to help organizations succeed in a dynamic global economy. The program will have the advantages of intensive applied training with an emphasis on marketing management and new media / web / social media 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 based on the main job descriptions as required by industry and interviews with industry experts.

This degree is an appropriate goal for students who want to study beyond a diploma or their initial two years of post-secondary education. Students enter the program in Year 1 or in Year 3 after successfully completing a 60 credit business diploma or 60 credits of study at a post-secondary institution, with appropriate bridging courses.

Many degree classes are scheduled after 4:00 p.m. and in the evening to allow students to further their education while maintaining current employment. Students may apply to start the program in the summer semester but should note that course offerings may be limited. They are advised to consult a business degree advisor for course planning assistance.

Students acquire the following:

- Skills necessary to conduct business activities using contemporary social media applications.
- Ability to analyze quantitative and qualitative information using contemporary web tools to facilitate informed marketing decision making strategies

- Critical thinking and problem-solving skills by assessing and interpreting source materials, evaluating arguments, examining and applying both case based and real world business client based projects as consulting teams in the development of business and marketing plan solutions.
- Skills to manage communication initiatives to create and implement marketing plans that achieve organizational goals.
- Professional and persuasive communications skills through a variety of media (traditional, emerging, and technology driven).
- Skills required to develop creative media objectives, strategies and tactics to reach key target markets across all media and communication options and platforms
- Understanding of the entire organization and the important role of corporate citizenship.
- Collaboration skills with all functional areas of the organization (accounting, human resources, operations, production, marketing, sales etc.).
- Skills necessary to work effectively in teams, assuming roles of leader and follower as appropriate.
- A better understanding of human society and how to contribute to it through liberal education studies
- Quantitative business skills.

Some unique features of this program are:

- A practicum with a real client which allows students to translate their learning into one cohesive project that encompasses the integration of knowledge.
- Learning partnerships with business, applied projects and assignments and ongoing work experience
- Entry points that allow for the transfer of credits from recognized post-secondary programs
- Exit/re-entry flexibility, where a student can complete the program at their own pace. This allows for changing outside-of-school time requirements and does not lock a student into a rigid program structure and timeframe
- Professional development for individuals seeking higher level training
- Students can exit with a diploma in Marketing Management after completion of the first 60 credits of core courses.

## PROGRAM ADMISSION REQUIREMENTS

### Year 1 Admission:

General university admission requirements apply to this program including the undergraduate-level English Proficiency Requirement.

**Please Note:** One post-secondary English course, equivalent to Kwantlen's ENGL 1100, is a graduation requirement for all Kwantlen degrees. Students wishing to complete the program without having to undertake any preparatory courses must enter with English 12 with a B grade or the equivalent. Please make an appointment with an Academic Advisor to plan your course selections accordingly.

### Year 3 Admission

Students may enter the program in Year 3 provided they have ONE of the following:

1. Completion of a business-related diploma from a recognized post-secondary institution, with:

- a minimum of 60 credits
- a cumulative GPA of 2.7 or higher; and
- a minimum grade of C+ in Accounting and Statistics

OR

2. Completion of 60 transferable credits at the undergraduate level from a recognized post-secondary institution, including:
- a minimum cumulative GPA of 2.7; and
  - a minimum grade of C+ in Accounting and Statistics
  - the following six required bridging courses or transferable equivalents:
    - ACCT 1130 Business Mathematics (or BUQU 1130, or MATH 1120, or MATH 1140) with a minimum grade of C.  
Note: Students may earn credit for only one of ACCT 1130 or BUQU 1130.
    - ACCT 1230 - Business Statistics (or BUQU 1230, or MATH 1115, or MATH 2341, or PSYC 2300, or SOCI 2365, or CRIM 2103) with a minimum grade of C+.  
Note: Students may earn credit for only one of ACCT 1230 or BUQU 1230.
    - ACCT 2293 Accelerated Introductory Financial Accounting (or ACCT 1110 and ACCT 1210) with a minimum grade of C+.
    - MRKT 1199 Introduction to Marketing with a minimum grade of C
    - ECON 1150 Principles of Microeconomics with a minimum grade of C

## CONTINUANCE REQUIREMENTS

For students admitted to Year 1 of the program, continuation into Year 3 requires:

- Successful completion of Year 1 and Year 2 program requirements (minimum 60 credits)
- Successful completion of ENGL 1100 and CMNS 1140
- A minimum grade of C+ in Accounting and Statistics
- A minimum program GPA of 2.7

## PROGRAM REQUIREMENTS

The degree program requires a minimum of 120 credits of required courses and electives. Students admitted to Year 3 will have already completed a minimum of 60 credits. If a first year English course was not completed prior to Year 3 entry, degree completion will require more than 120 credits in total. The third and fourth year courses are rigorous and demanding. Students should carefully consider the time requirements of part-time versus full-time study based on their individual work and personal situations.

**Note:** Not all courses are offered at all times or on all campuses. It is important to ensure work and personal schedules can accommodate the posted schedule times prior to committing to the program. It may be necessary for students to take courses at both Surrey and Richmond campuses to complete the program.

## Year 1 & 2

### CORE COURSES

#### All of:

|           |  |           |
|-----------|--|-----------|
| ENGL 1100 | Introduction to University Writing         | 3 credits |
| MRKT 1199 | Introduction to Marketing                  | 3 credits |
| CMNS 1140 | Introduction to Professional Communication | 3 credits |
| ACCT 1110 | Introductory Financial Accounting I        | 3 credits |
| ECON 1150 | Principles of Microeconomics               | 3 credits |
| CBSY 1105 | Introductory Computer Applications         | 3 credits |

#### One of:

|           |                       |           |
|-----------|-----------------------|-----------|
| ACCT 1130 | Business Mathematics* | 3 credits |
| BUQU 1130 | Business Mathematics* | 3 credits |

#### One of:

|           |                      |           |
|-----------|----------------------|-----------|
| ACCT 1230 | Business Statistics† | 3 credits |
| BUQU 1230 | Business Statistics† | 3 credits |

#### One of:

|           |                          |           |
|-----------|--------------------------|-----------|
| BUSI 1210 | Essentials of Management | 3 credits |
| BUSI 1215 | Organizational Behaviour | 3 credits |

#### One of:

|           |  |           |
|-----------|--|-----------|
| CBSY 2305 | Advanced Microcomputer Application           | 3 credits |
| CBSY 2310 | Advanced MS Office and Web Site Applications | 3 credits |

#### All of:

|           |                              |           |
|-----------|------------------------------|-----------|
| MRKT 1235 | Small Business Essentials    | 3 credits |
| MRKT 1299 | Consumer Behaviour           | 3 credits |
| MRKT 2333 | Marketing Management I       | 3 credits |
| MRKT 2340 | Marketing Research           | 3 credits |
| MRKT 2360 | Selling and Sales Management | 3 credits |
| MRKT 2444 | Marketing Management II      | 3 credits |

#### Notes:

\* Students may earn credit for only one of ACCT 1130 or BUQU 1130.

† Students may earn credit for only one of ACCT 1230 or BUQU 1230.

### ELECTIVES

#### Select two:

|           |                     |           |
|-----------|---------------------|-----------|
| MRKT 2111 | Marketing Online    | 3 credits |
| MRKT 2321 | Retail Management I | 3 credits |
| MRKT 2401 | Advertising         | 3 credits |

MRKT 2430 Marketing Simulation (under development) 3 credits

MRKT 2455 International Marketing 3 credits

### ADDITIONAL ELECTIVES

Two courses from either the list of approved Faculty of Business Liberal Education Electives or from the list of Economics courses numbered 1100 or higher and/or Applied Communications courses numbered 1100 or higher.

### Year 3

#### All of:

ENTR 3000 Advanced Professional Communication 3 credits

ENTR 3110 Advanced Organizational Behaviour 3 credits

ENTR 3120 Managerial Accounting\* 3 credits

ENTR 3130 Production Operations Management 3 credits

ENTR 3140 Entrepreneurial Marketing 3 credits

MRKT 3211 Managing the Communications Process 3 credits

MRKT 3240 Marketing Information Management† 3 credits

MRKT 3311 Marketing in a Digital World 3 credits

#### One of:

ENTR 3150 Business Economics 3 credits

ECON 3150 Managerial Economics 3 credits

ECON 2350 Intermediate Economics 3 credits

#### Note:

\* It is highly recommended that students complete ACCT 2293 OR (ACCT 1110 and ACCT 1210) before registering for ENTR 3120.

† It is recommended that students complete ENTR 3120 before registering for MRKT 3240.

### Year 4

#### All of:

ENTR 4110 Business Leadership 3 credits

MRKT 4160 Business Development 3 credits

MRKT 4201 Integrated Marketing Communications 3 credits

MRKT 4177 Contemporary Issues in Marketing 3 credits

MRKT 4330 Marketing BBA Practicum 6 credits

### Liberal Education Courses

All business degrees require a minimum of 18 credits of liberal education that include:

- A first year English course (ENGL 1100 or equivalent). If this was not completed prior to BBA entry it must be completed prior to graduation.
- One 3rd or 4th year Ethics course chosen from:

- PHIL 3033 Business Ethics OR
- LBED 4210 Ethics and Social Issues

- Four electives chosen from the list of approved Faculty of Business Liberal Education Electives. **Note:** No more than 3 credits can be taken from any one of CMNS, ECON or MRKT courses found on the list of approved electives.

### 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 but may also be available part-time over an 8 month continuous (parallel) placement. Work semesters alternate with academic study.

Students wishing to enter and participate in the Co-op Option must meet the following requirements:

#### Declaration/Entrance Requirements:

- Good academic standing

#### Program Continuance Requirements:

Continuation in the co-op option requires:

- Completion of COOP 1101 prior to 75 program credits (based on first year entry)
- Minimum program GPA of 2.7

#### Work Term Requirements:

Participation and enrolment in a co-op work term requires:

- Successful completion of COOP 1101
- Successful completion of 30 program credits based on first year entry including CBSY 1105, MRKT 1199, and one other MRKT course
- Instructor permission

#### Co-op Requirements

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

##### Required:

COOP 1101 Job Search Techniques 1 credit

##### And all of:

COOP 1150\* Co-op Work Semester 1 9 credits

COOP 2150\* Co-op Work Semester 2 9 credits

COOP 3150\* Co-op Work Semester 3 9 credits

##### Optional:

COOP 4150\* Co-op Work Semester 4 9 credits

\* Part-time (Parallel) work terms may be taken over two semesters as COOP 1150A/1150B, COOP 2150A/2150B, COOP 3150A/3150B, or COOP 4150A/4150B respectively.

#### Additional requirements:

In addition to the requirements stated above, all Co-op students must satisfy the General Co-operative Education Requirements.

## CREDENTIAL AWARDED

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

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**.