

# Marketing Management: Bachelor of Business Administration

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

## STUDENT PROFILE

Marketing Diploma graduates who wish to continue their studies by expanding the depth and breadth of their knowledge, skills and practical marketing experience study in the BBA Marketing Management program. High school graduates who wish to pursue a Bachelor of Business Administration degree in Marketing may exit with a Diploma after two years. Other students include Business Diploma graduates from disciplines such as Accounting, Business Management, Economics, Computer Sciences and Information Systems who wish to add the skills and understanding that come from a BBA in Marketing.

Current Kwantlen Polytechnic University students who have completed courses in a different discipline (i.e. Arts, Science, Horticulture, Graphic Design) may be eligible to take third and fourth year courses, provided they meet third year entrance requirements.

The BBA Marketing Management Degree is well-suited for mid-level management working full-time with some post secondary education seeking to upgrade their skills in the marketing field through part-time studies. International students seeking a BBA

in Marketing from an accredited university also study in this program.

## CAREER OPPORTUNITIES

A degree in Marketing Management prepares students for a career in business or management. Marketing managers have leadership positions in the marketing area of a company or business. Marketing programs designed to reach target demographics and a broad potential customer base are directed and implemented by marketing managers. Marketing management professionals utilize tools such as advertising, social media, and promotional events to increase awareness of products, ideas and services. They work closely with the promotions, advertising, and sales staff and they are also involved in the pricing and development of new products. Many graduates continue in post graduate studies such as a MBA.

Marketing graduates find careers in the following areas:

Sales, Marketing and Advertising Managers

Retail Trade Managers

Business Development Officers, Marketing Researchers, and Consultants

Professional Occupations in Business Services to Management

Professional Occupations in Public Relations and Communications

Retail Trade Supervisors

Examples of Job Titles include:

Business Development Officer

Market Research Executive

Marketing Analyst

Advertising Account Executive

Business Management Consultant

Management Analyst

Promotion Specialist

Marketing Manager

Assistant Marketing Manager

Marketing Executive

Manager Marketing Planning

Retail Division Manager

Manager Digital Marketing

Manager Social Media

## 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 / Continuance

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

In addition, 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 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 GPA of 2.7; and
  - a minimum grade of C+ in Accounting and Statistics
  - the following six required bridging courses or transferable equivalents:
    - ACCT 1230 - Business Statistics (or BUQU 1230) with a minimum grade of C+.
    - Note: Students may earn credit for only one of ACCT 1230 or BUQU 1230.
    - ACCT 2293 - Introductory Financial Accounting (or ACCT 1110 and ACCT 1210) with a minimum grade of C+
    - ECON 1150 - Principles of Microeconomics with a minimum grade of C
    - MRKT 1199 - Introduction to Marketing with a minimum grade of C
    - BUSI 1210 - Essentials of Management (or BUSI 1215 Organizational Behavior) with a minimum grade of C
    - CBSY 1105 - Introductory Computer Applications (or CBSY 2205 Computers and Information Processing) with a minimum grade of C

## 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:

BUSI 2390 Business Law 3 credits

CBSY 1105	Introductory Computer Applications	3 credits
CMNS 1140	Introduction to Professional Communication	3 credits
ECON 1150	Principles of Microeconomics	3 credits
ENGL 1100	Introduction to University Writing	3 credits

### All of Group A or all of Group B:

#### Group A

ACCT 2293	Accelerated Introductory Financial Accounting	3 credits
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#### Group B†

ACCT 1110	Introductory Financial Accounting I	3 credits
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ACCT 1210	Introductory Financial Accounting II	3 credits
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#### One of:

ACCT 1130	Business Mathematics*	3 credits
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BUQU 1130	Business Mathematics*	3 credits
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#### One of:

ACCT 1230	Business Statistics†	3 credits
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BUQU 1230	Business Statistics†	3 credits
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CRIM 2103	Quantitative Data Analysis I	3 credits
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MATH 1115	Statistics I	3 credits
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MATH 2341	Introduction to Statistics for Business	4 credits
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PSYC 2300	Applied Statistics	3 credits
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SOCI 2365	Introduction to Social Research Statistics	3 credits
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#### One of:

BUSI 1210	Essentials of Management	3 credits
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BUSI 1215	Organizational Behaviour	3 credits
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#### 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.

‡ Student who choose this option, may require more than 120 credits to graduate.

### LIBERAL EDUCATION ELECTIVES

#### Two of:

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 numbered 1100 or higher.	6 credits
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### CORE MARKETING COURSES

#### All of:

MRKT 1199	Introduction to Marketing	3 credits
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MRKT 1299	Consumer Behaviour	3 credits
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MRKT 2111	Introduction to e-marketing	3 credits
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MRKT 2333	Marketing Management I	3 credits
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MRKT 2340	Marketing Research	3 credits
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MRKT 2360	Selling and Sales Management	3 credits
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MRKT 2401	Introduction to Integrated Marketing Communications - Advertising	3 credits
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MRKT 2444	Marketing Management II	3 credits
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### MARKETING ELECTIVES

#### One of:

MRKT 2235	Small Business Entrepreneurship	3 credits
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MRKT 2321	Retail Management	3 credits
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MRKT 2421	Retail Buying and Merchandise Management	3 credits
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MRKT 2455	International Marketing	3 credits
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### Year 3

#### All of:

ENTR 3000	Advanced Professional Communication	3 credits
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ENTR 3110	Advanced Organizational Behaviour	3 credits
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ENTR 3120	Managerial Accounting*	3 credits
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ENTR 3130	Production Operations Management	3 credits
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ENTR 3140	Entrepreneurial Marketing	3 credits
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MRKT 3211	Managing the Communications Process	3 credits
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MRKT 3240	Marketing Information Management†	3 credits
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MRKT 3311	Marketing in a Digital World	3 credits
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#### One of:

ENTR 3150	Business Economics	3 credits
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ECON 3150	Managerial Economics	3 credits
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ECON 2350	Intermediate Economics	3 credits
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#### 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 (discontinued)
- 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
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### 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
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\* 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**.