

Marketing Management: Bachelor of Business Administration

Faculty of Business	
kwantlen.ca/business	
IMPLEMENTATION DATE	START DATE(S)
01-Sep-2011	September January May
ADMISSION TYPE	ENROLMENT TYPE
Selective entry	Open access
PROGRAM TYPE	CREDENTIAL GRANTED
Undergraduate	Baccalaureate Degree
OFFERED AT	FORMAT
Richmond Surrey	Full-time Part-time Co-op
HOW TO APPLY	
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 Introduction to 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

CO-OPERATIVE EDUCATION

This degree program is offered with a Co-operative Education option. Co-operative Education provides a student with paid, practical work experience that gives them an opportunity to apply the skills they are gaining through their education. Degree students can complete two work terms over an 8 month continuous placement or a combination of two separate 4-month work semesters.

Co-operative Education is optional and selective. Students wishing to choose the Co-op option must register into COOP 1101 upon approval into the degree program. If you have already taken COOP 1101, contact the Co-op Office to indicate your interest.

Students must complete a minimum of 360 hours of work per work term and students must receive satisfactory performance evaluations from their employer(s).

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 either:

COOP 3210	Co-op Work Semester 3	9 credits
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Or both:

COOP 3211	Co-op Work Semester 3	4.5 credits
COOP 3212	Co-op Work Semester 3	4.5 credits

And either:

COOP 4210	Co-op Work Semester 4	9 credits
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Or both:

COOP 4211	Co-op Work Semester 4	4.5 credits
COOP 4212	Co-op Work Semester 4	4.5 credits

The BBA Marketing Management program recommends successful completion of a minimum of 30 program credits with a minimum GPA of 2.70 prior to taking COOP 1101.

The following qualifications must be met prior to your first work term:

- Successful completion of COOP 1101
- Minimum GPA of 2.70 in any 5 program courses
- Instructor permission

Students completing all the requirements of a Co-operative Education program will receive a Co-operative Education designation on their credential and transcript.

CONTENT

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	Writing, Reading and Thinking: An Introduction	3 credits
MRKT 1199	Introduction to Marketing	3 credits
CMNS 1140	Introduction to Professional Communication	3 credits
ACCT 1110	Principles of Accounting I	3 credits
ECON 1150	Principles of Microeconomics	3 credits
CBSY 1105	Introductory Microcomputer Apps	3 credits

One of:

ACCT 1130	Business Mathematics*	3 credits
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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 I 3 credits

One of:

CBSY 2305 Advanced Microcomputer Application 3 credits

CBSY 2310 Advanced MS Office and Internet 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 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.

GRADUATION

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**.