

<b>BUSINESS ADMINISTRATION DIPLOMA PROGRAM, INTEGRATED MARKETING COMMUNICATIONS MAJOR PROGRAM COURSE LIST</b>						
List is effective September 3, 2024 to August 22, 2025. Learners follow the Program Course List in place at the start of their program.						
Learners have 5 years to complete the Business Administration – Integrated Marketing Communications program						
<b>IMPORTANT INFORMATION ABOUT THIS PROGRAM</b>						
Course availability and program requirements are determined by the Chiu School of Business						
Not all course modes are available for all courses or programs, and not all courses are available each term. Learners should follow up on their individual program areas, or their MyBVC for information for courses delivery types and availability.						
The program requirements that were in effect on the date that the learner began their program are those that need to be fulfilled in order to graduate.						
Term availability listed is only for the 2024/2025 Academic Year.						
Maximum class capacity is determined by the department offering the course.						
Pre-requisites are courses that must be completed before taking a more advanced course.						
Co-requisites are courses that must be taken before or at the same time as another course.						
Learners may attempt a course a maximum of 3 times. This includes withdrawing from a course.						
Term	Course	Credits	Availability	Passing grade	Pre-requisite	Checklist (for learner use)
<b>CORE COURSES: All 10 courses must be completed</b>						
1	MGMT1401 Microeconomics **must be taken in the first term**	3	Fall/Winter/Spring	D (50% or higher)		
2	MGMT2401 Macroeconomics	3	Fall/Winter/Spring	D (50% or higher)	MGMT1401	
1 or 2	ACCT1103 Introduction to Financial Accounting	3	Fall/Winter/Spring	D (50% or higher)		
	HRES1101 Organizational Behaviour	3	Fall/Winter/Spring	D (50% or higher)		
	HRES2201 Introduction to Human Resources	3	Fall/Winter/Spring	D (50% or higher)		
	MGMT1101 Introduction to Management	3	Fall/Winter/Spring	D (50% or higher)		
	MGMT1102 Introduction to Organizations and Sustainability	3	Fall/Winter/Spring	D (50% or higher)		
	MGMT1201 Business Communication	3	Fall/Winter/Spring	D (50% or higher)		
	MGMT1601 Business Law	3	Fall/Winter/Spring	D (50% or higher)		
	MKTG1101 Introduction to Marketing	3	Fall/Winter/Spring	D (50% or higher)		
<b>INTEGRATED MARKETING COMMUNICATIONS MAJOR COURSES: All 9 courses must be completed</b>						
3	DATA2301 Fundamentals of Digital Marketing Analytics	3	Fall/Winter	D (50% or higher)		
	DESN1201 Introduction to Digital Media Production	3	Fall/Winter	D (50% or higher)		
	DESN2201 Introduction to Web Design for Digital Marketing	3	Fall/Winter	D (50% or higher)		
	MKTG2402 Brand, Content and Copywriting	3	Fall/Winter	D (50% or higher)	MGMT1201* a grade of C+ is needed & MKTG1101	
	MKTG2303 Integrated Marketing Communications	3	Fall/Winter	D (50% or higher)	MKTG1101, MKTG2103	
	MKTG2103 Applied Marketing	3	Fall/Winter/Spring	D (50% or higher)	MKTG1101	
	MKTG2203 Selling and the Customer Experience	3	Fall/Winter/Spring	D (50% or higher)	MKTG1101, MGMT1201	
	MKTG2304 Digital and Emerging Media	3	Fall/Winter	D (50% or higher)	MKTG1101	
	MGMT2998 Business Strategy	3	Fall/Winter/Spring	D (50% or higher)	ACCT1103, MGMT1101, MGMT1102, MKTG1101	
<b>WORK INTEGRATED LEARNING: Choose 1 of the following options</b>						
4	MKTG2998 Integrated Marketing Communications Applied Research and Capstone Project	3	Starting 2026	Pass or fail	Complete at least 45 BA IMC program credits, a minimum grade of C+ in both MGMT1201 and MKTG2303	
	MKTG2999 Integrated Marketing Communications Field Placement	3	Starting 2026	Pass or fail	Complete at least 45 BA IMC program credits, a minimum grade of B+ in both MGMT1201 and MKTG2402	
<b>TOTAL CREDITS</b>		60	A full time course load is 9 credits or more. A part time course load is 8 credits or less.			