

Business Marketing - Ontario College Diploma
Program of Study 2021/2022

- Students starting in the 2021/2022 academic year (September - August) must follow the Program of Study shown below.
- If you began your studies prior to the 2021/2022 academic year, please contact the Centre for Professional and Part-time Learning at 905-721-3052 or ppl@durhamcollege.ca to obtain the Program of Study that applies to your particular start date.
- You will have a maximum of 13 semesters (4 years & 1 semester) from the start date of your first course to complete this diploma.
- Upon successfully completing the courses below and any additional program specific requirements, you may apply to graduate by visiting the [Centre for Professional and Part-time Learning Convocation webpage](#).
- Not all courses are available every semester. Please visit the [Program webpage](#) to view current course availability.
- Tip: Monitor your progress by entering your marks and completion dates in the column provided below.

Required Courses (suggested sequence of study)

Course Name	Course Codes		Pre-requisite(s)*	Day School Equivalent	Completion Date & Mark
Accounting I	Online	ACCT 1280	N/A	ACCT 1200	
Business Computer Applications I	Online	COMP 1289	N/A	COMP 1209	
Financial Planning	Online	FIN 1289	N/A	FINC 1100	
H.R. Management Principles	Online	HRM 1283	N/A	HURM 1100/1200	
Marketing I	Online	MKTG 1280	N/A	MKTG 1200	
Supply Chain Management	Online	SCMT 1280	N/A	SCMT 1200	
Communication Foundations	Online	COMM 1884	N/A	N/A	
Business Computer Applications II	Online	COMP 2289	N/A	COMP 2209	
Economics I (Macroeconomics)	Online	ECON 1280	N/A	ECON 1200	
Business Mathematics	Online	MATH 1282	N/A	MATH 1202	
Marketing Presentation Skills	Online	MKTG 1284	N/A	MKTG 1210	
Marketing II	Online	MKTG 2280	MKTG 1280	MKTG 2200	
Communications for Business II	Online	COMM 3282	COMM 1884	COMM 3202	
Computer Applications in Marketing	Online	COMP 2287	COMP 2289	COMP 2207	
Principles of Sales	Online	SALE 3280	MKTG 2280	COMR 2100	
Economics II (Microeconomics)	Online	ECON 2280	N/A	ECON 2203	

Course Name	Course Codes		Pre-requisite(s)*	Day School Equivalent	Completion Date & Mark
Marketing Research Techniques	Online	MKTG 3284	MKTG 2280	MKTG 3204	
Integrated Marketing Communication	Online	COMM 3283	MKTG 2280	MKTG 3207	
Marketing Law	Online	LAWW 2185	N/A	LAWW 2105	
Introduction to Project Management	Online	PROJ 1280	N/A	PROJ 6101/ PROJ 3201/ PROJ 4202	
Design Literacy for Marketing	Online	MKTG 2180	MKTG 2280	MKTG 2100	
Channel & Retail Marketing	Online	MKTG 3288	MKTG 2280	MKTG 3208	
Digital Marketing	Online	MKTG 4287	MKTG 2280	MKTG 4300/4207	
Statistics	Online	STAT 2280	N/A	STAT 2200	
General Education Elective Courses 3 required	Please view the General Education Elective Course List for this program.				
*Courses without a pre-requisite(s) can be taken at anytime during your Program of Study					