

Structure of the Major in Marketing

Marketing Major Requirements (24 credits / 8 courses)

- **Required Courses (12 credits):**
 - MARK 301, 302, 305, 495
- **Electives (12 credits):** Select four additional 400-level MARK courses offered by the Department.

	COURSE	TITLE	CREDIT	PREREQUISITE	CO-REQUISITE	NOTES
Core Courses	COMM 205	Business Communication	3		ECON 203	
	COMM 211	Global Business Environment	3		ECON 201, 203	
	COMM 213	Computing and Visualization Tools for Business Analytics	1.5		ECON 201	
	COMM 214	Business Analytics	3	MATH 208, 209	COMM 213	
	COMM 216	Ethics, Business Sustainability, and Social Responsibility	1.5		COMM 205, 214	
	COMM 217	Financial Accounting	3		COMM 211	
	COMM 219	Innovation Management	1.5		COMM 205	
	COMM 221	Financial Markets	3	ECON 201	ECON 203, COMM 214	
	COMM 223	Marketing Management	3		COMM 211, 219	
	COMM 225	Production and Operations Management	3	COMM 205, 211, 214		
	COMM 226	Business Technology Management	3		COMM 211	
	COMM 227	Interpersonal and Critical Thinking Skills	3	COMM 205		
	COMM 229	Managing People in Organizations	3		COMM 227	
	COMM 305	Managerial Accounting	3	COMM 213, 217		
	COMM 309	Business Finance	3	COMM 221	COMM 217	
	COMM 316	Business Law and Ethics	1.5		COMM 216	
COMM 320	Entrepreneurship	3	COMM 223, 227, COMM 305, 309			
COMM 401	Strategic Management	3	COMM 225, 226, 229 and 45 business credits	COMM 316, 320		
Required Courses	MARK 301	Marketing Analysis and Decision-Making	3	COMM 223		
	MARK 302	Marketing Research	3	COMM 223		
	MARK 305	Consumer Behaviour	3	COMM 223		
	MARK 495	Advanced Strategic Marketing	3	MARK 301, 302, 305		
Elective Options	MARK 444	Sports Marketing	3	COMM 223		
	MARK 451	Service Marketing	3	COMM 223		
	MARK 452	Digital Marketing	3	COMM 223		

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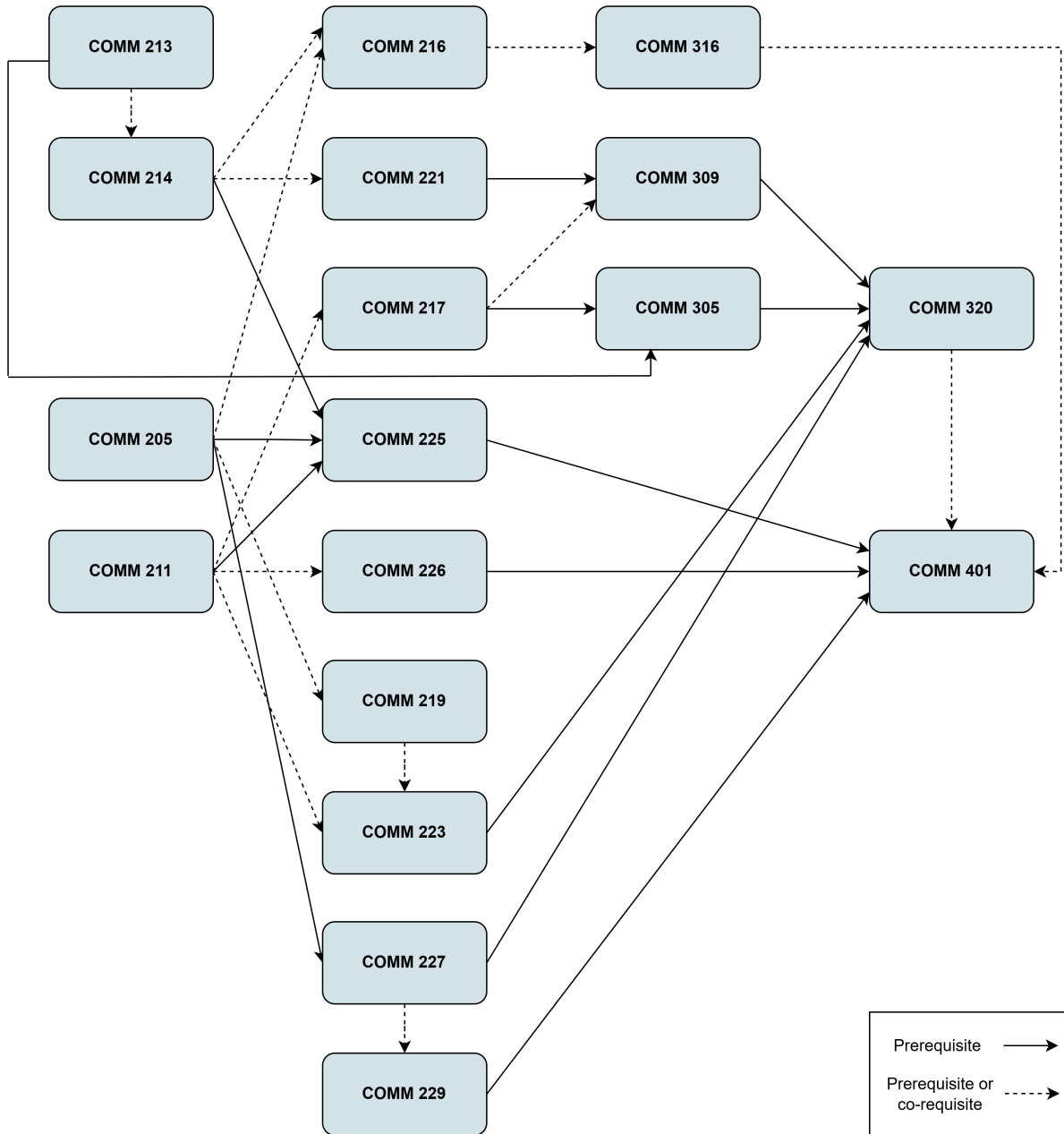
	COURSE	TITLE	CREDIT	PREREQUISITE	CO-REQUISITE	NOTES
Elective Options	MARK 453	Integrated Marketing Communications	3	COMM 223		
	MARK 454	Personal Selling	3	COMM 223		
	MARK 456	Brand Management	3	COMM 223		
	MARK 457	Omni-Channel Marketing	3	COMM 223		
	MARK 458	The Marketing of Food	3	COMM 223		
	MARK 460	Integrated Marketing Communications Practicum	3	MARK 452, 453		
	MARK 463	Strategic Retail Management	3	COMM 223		
	MARK 465	International Marketing Management	3	COMM 211, 223		
	MARK 485	Business-to-Business Marketing	3	COMM 223		
	MARK 486	Product Strategy and Innovation	3	COMM 223		
	MARK 491	Special Topics Seminar	3	COMM 223		
	MARK 492	Cross-Cultural Communications and Management	3	COMM 211, 223		
	MARK 493	Current Issues in Marketing	3	COMM 223		

Important Information

1. **Prerequisites:** A prerequisite must be completed before taking the next course. Example: MARK 301 → MARK 495.
2. **Student Responsibility:** Students must follow the correct course sequence and retake failed courses before progressing.
3. **Curriculum Reference:** Check the [undergraduate calendar](#) or degree worksheet for your year of entry.
4. **Minor Option Includes:**
 - Minor in Marketing: MARK 302, 305 and 6 additional 400-level MARK credits.

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Flowchart for JMSB Core Courses



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Flowchart for Marketing Major

