

# HONOURS BACHELOR OF COMMERCE (OPTION IN MARKETING)

Our marketing program is designed to teach how and why people and organizations purchase and consume goods and services. Marketing is a system of interacting business and organizational activities designed to plan, develop, price, promote and distribute products and services. The study of marketing concepts has expanded to include an understanding of the environment in which buyers and sellers operate. Recent applications of marketing to formerly unrelated activities, such as political elections and promoting government programs and agencies, are introduced in more advanced courses for analysis and discussion. As a result of the increased breadth of marketing and the complexity and size of the decisions to be made, marketing requires a good knowledge of both the quantitative and the qualitative concepts, models, theories and techniques of the other areas taught at the Telfer School of Management.

This program is offered in English and in French.

## Program Requirements

Co-operative education is available with this program.

The French immersion stream is available with this program.

Requirements for this program have been modified. Please consult the 2024-2025 calendars (<http://catalogue.uottawa.ca/en/archives/>) for the previous requirements.

## Compulsory Core Courses

ADM 1300	Introduction to Business	3 Units
ADM 1301	Business and Society	3 Units
ADM 1305	Mathematics for Business	3 Units
ADM 1340	Financial Accounting	3 Units
ADM 1370	Applications of Information Technology for Business	3 Units
ECO 1102	Introduction to Macroeconomics	3 Units
ECO 1104	Introduction to Microeconomics	3 Units
ENG 1131	Effective Business English	3 Units
ADM 2302	Business Analytics	3 Units
ADM 2303	Statistics for Management	3 Units
ADM 2304	Applications of Statistical Methods in Business	3 Units
ADM 2320	Marketing	3 Units
ADM 2336	Organizational Behaviour	3 Units
ADM 2337	Human Resource Management	3 Units
ADM 2341	Managerial Accounting	3 Units
ADM 2350	Financial Management	3 Units
ADM 2372	Management Information Systems	3 Units
ADM 2381	Business Communication Skills	3 Units
ADM 3301	Operations Management	3 Units
ADM 3318	International Business	3 Units
ADM 4311	Strategic Management	3 Units
<b>Total:</b>		<b>63 Units</b>

## Marketing Option

ADM 3321	Consumer Behaviour	3 Units
ADM 3322	Services Marketing	3 Units
ADM 3323	Market Research	3 Units
ADM 3326	Advertising and Sales Promotion Management	3 Units
ADM 4322	Marketing Strategy	3 Units
ADM 4325	Promotional Planning Practicum	3 Units
<b>Total:</b>		<b>18 Units</b>

## Elective Courses Options

9 optional course units in administration (ADM) <sup>1</sup>	9 Units
15 elective course units from another faculty <sup>2</sup>	15 Units
15 elective course units	15 Units
<b>or</b>	
one additional option (18 course units) from the list of additional options below	18 Units
15 elective course units from another faculty <sup>2</sup>	15 Units
6 elective course units	6 Units
<b>or</b>	
9 optional course units in administration (ADM)	9 Units
one additional minor (30 course units)	30 Units
<b>Total:</b>	<b>39 Units</b>

Note(s)

1

A maximum of 6 course units at the 1000 level can count towards this requirement.

2

ADM 4326, ADM 4328 or ADM 4329 are recommended as part of your elective course units in administration (ADM).

## List of Additional Options Accounting Option

ADM 2342	Intermediate Accounting I	3 Units
ADM 3340	Intermediate Accounting II	3 Units
ADM 3345	Taxation I	3 Units
ADM 3346	Cost Accounting	3 Units
6 course units from:		6 Units
ADM 3349	Auditing Theory	
ADM 3350	Corporate Finance	
ADM 3360	Business Law	
ADM 4340	Cases Studies in Accounting	
ADM 4341	Advanced Auditing	
ADM 4343	Data Analytics in Accounting	
ADM 4344	Taxation II	
ADM 4345	Management Control Systems	
ADM 4346	Auditing in a digital environment	
ADM 4348	Special Topics in Financial Accounting	
ADM 4349	Advanced Accounting	
<b>Total:</b>		<b>18 Units</b>

## Business Analytics Option

ADM 3303	Hands-On Coding for Business	3 Units
ADM 3305	Business Simulation Analytics	3 Units
ADM 4307	Business Forecasting Analytics	3 Units
ADM 4363	Business Optimization Analytics	3 Units
ADM 4964	Application of Business Analytics	3 Units
3 course units from:		3 Units
ADM 3308 Business Data Mining		
ADM 3316 Competitive Intelligence		
ADM 3323 Market Research		
<b>Total:</b>		<b>18 Units</b>

## Business Technology Management Option

ADM 3308	Business Data Mining	3 Units
ADM 3378	Emerging Topics in Management Information Systems	3 Units
ADM 3379	Systems Analysis, Development, and Performance	3 Units
ADM 4377	Digital Enterprise Systems and Strategies	3 Units
6 optional course units from:		6 Units
ADM 3303 Hands-On Coding for Business		
ADM 3305 Business Simulation Analytics		
ADM 4103 Project Management		
ADM 4307 Business Forecasting Analytics		
ADM 4376 Cybersecurity Management		
ADM 4378 Business Communications Networks		
ADM 4379 Management and Implementation of Web Technologies in Organizations		
<b>Total:</b>		<b>18 Units</b>

## Entrepreneurship Option

ADM 2313	The Entrepreneurial Society	3 Units
ADM 4315	Strategic Entrepreneurship	3 Units
ADM 4316	Management of Innovation	3 Units
3 course units from:		3 Units
ADM 3313 New Venture Creation		
ADM 3315 Social Entrepreneurship		
6 course units from:		6 Units
ADM 4113 Advising Family Business		
ADM 4310 Managing Science and Technology Enterprises		
ADM 4329 Personal Selling		
AHL 3300 Creativity and Innovation		
<b>Total:</b>		<b>18 Units</b>

## Finance Option

ADM 2352	Finance Theory	3 Units
ADM 3350	Corporate Finance	3 Units
ADM 4350	Equity Valuation	3 Units
ADM 4355	Finance, Ethics and Social Responsibility	3 Units
6 course units from:		6 Units
ADM 3351 Fixed Income Investments		

ADM 3352 Portfolio Management

ADM 3354 Financial Modeling

ADM 3355 Fintech

ADM 4351 Options and Futures

ADM 4352 Advanced Corporate Finance

ADM 4354 International Financial Management

ADM 4356 Alternative Investments and Risk Management

ADM 4358 Mergers and Acquisitions

**Total:**

**18 Units**

## Healthcare Analytics Option

ADM 3363	Healthcare Informatics for Managers	3 Units
ADM 4307	Business Forecasting Analytics	3 Units
ADM 4363	Business Optimization Analytics	3 Units
ADM 4964	Application of Business Analytics	3 Units
6 optional course units from:		6 Units
ADM 3305 Business Simulation Analytics		
ADM 3308 Business Data Mining		
BIO 4158 Applied Biostatistics		
ECO 3125 Introduction to Health Economics		
HSS 3101 Health Research: Quantitative and Qualitative Approaches		
HSS 4303 Epidemiology		
<b>Total:</b>		<b>18 Units</b>

## Human Resources Management Option

ADM 3333	Staffing Organizations	3 Units
ADM 3334	Industrial Relations	3 Units
ADM 3337	Compensation Administration	3 Units
ADM 4336	Occupational Health and Safety	3 Units
ADM 4338	International Training and Development for Sustainability	3 Units
ADM 4339	Strategic Human Resources Planning	3 Units
<b>Total:</b>		<b>18 Units</b>

Note(s)

Please note that all of the HR option courses have been accredited by the HRPAS as contributing academic credits toward the CHRP designation.

## International Management Option

ADM 3319	Cross-Cultural Management	3 Units
ADM 4318	Multinational Business Policy	3 Units
12 course units from:		12 Units
ADM 3317 Varieties of Capitalism: from Medieval Merchants to Modern Multinationals		
ADM 3358 Multinational Business Finance		
ADM 4319 Strategic Management in Developing and Emerging Economies		
ADM 4328 International Marketing		
ADM 4338 International Training and Development for Sustainability		

Third language course (other than English or French) \*

Mandatory International Exchange	15 Units
<b>Total:</b>	<b>33 Units</b>

Note(s)

\*

No culture courses are allowed for this requirement.

### ***Mandatory Requirement: International Exchange***

Students in the International Management option must complete at least 12 of the 120-unit program requirements abroad as part of an international exchange with one of the international partner institutions of the Telfer School of Management. At least one and at most two full-time semester(s) of study abroad (minimum 12 units per semester abroad) must be completed. During the exchange, students must take business courses or third language courses. The normal load of an international exchange study session is 15 units.

Units completed as part of the international exchange session(s) may count towards partial or complete fulfillment of:

- a) any of the 12 elective units listed under the International Management option requirements, provided the courses offered at the international partner institution are considered equivalent to the corresponding Telfer School of Management courses;
- b) the 15 course units in administration (ADM);
- c) the 15 course units from another faculty.

## **Management Option**

ADM 4317 Leadership, Strategy and Sustainability	3 Units
15 course units from:	15 Units
ADM 3302 Supply Chain Management	
ADM 3316 Competitive Intelligence	
ADM 3317 Varieties of Capitalism: from Medieval Merchants to Modern Multinationals	
ADM 3338 Principles of Negotiation	
ADM 4103 Project Management	
ADM 4312 Management in the New Economy	
ADM 4316 Management of Innovation	
ADM 4319 Strategic Management in Developing and Emerging Economies	
ADM 4358 Mergers and Acquisitions	
<b>Total:</b>	<b>18 Units</b>

Note(s)

The Management option will be organized in terms of three themes. It is strongly recommended that students choose at least one course (3 units) from each theme:

1. Managing for continuous performance improvement: ADM 3316, ADM 4103, ADM 4316;
2. Managing outwards: the firm in its environment: ADM 3302, ADM 4103, ADM 4316;
3. Management past and future: ADM 3317, ADM 4312.