

MARKETING MAJOR - HONOURS DESIGNATION

The marketing major curriculum provides students with both breadth and depth of study in general education, core business topics and marketing-specific study. The Marketing major focuses on marketing fundamentals, strategy, analysis and quantitative measurement. The focus on marketing strategy will provide students with an understanding of the marketing function and how that aligns with other organizational functions. Marketing research drives not only promotion (of which advertising is one small component) but also price, placement and product decisions. Any business strategy must begin and end with consumer needs. Consumer research is vital to the success of every aspect of a market offering, including the nature of the product itself. Students will undertake projects that involve conducting research and analyzing marketing metrics. Students will be prepared for strategic roles in public, private and non-profit organizations' marketing departments as well as other departments in which marketing is a key component. The context in which students will be studying includes local, national and international marketing initiatives.

Program of Study

Course ID	Course Name	Credits
Major Requirements		
MARK 310	Consumer Behaviour	3
MARK 312	Marketing Research	3
MARK 314	Marketing Metrics	3
MARK 403	International Marketing	3
MARK 440	Strategic Marketing	3
Select 6 credits from the following:		6
MARK 324	Marketing and Leasing Investment Properties	
MARK 412	Service Marketing	
MARK 414	Electronic Marketing	
MARK 416	Business to Business Marketing	
MARK 418	Personal Selling and Sales Management	
MARK 420	Product Management	
MARK 422	Sustainability and Responsible Marketing	
MARK 497	Special Topics in Marketing	
MARK 498	Independent Studies in Marketing	
Honours Designation Requirements		
BUSN 396	Advanced Quantitative Research Methods for Business	3
BUSN 397	Advanced Qualitative Research Methods for Management	3
BUSN 496	Senior Honours Seminar	3
MARK 499	Honours Thesis - Marketing	3
Select one senior 400-level course as approved by faculty advisor		3
Elective Requirement		
Non-Business Electives		21
Open Electives		6
Total Credits		63