

# Diploma in Marketing Management

## Course Planning Guide

Listed below are the courses required for Diploma in Marketing Management. The Diploma in Marketing Management requires a minimum 2.0 CGPA for graduation.

Students who intend to pursue the BBA Marketing Management program at Langara are encouraged to register the courses below for the first two years of the BBA. Admission into the BBA program requires a minimum 2.33 CGPA.

\*Denotes bridging course for BBA: Marketing Management program. For graduation from the BBA program, all bridging courses must be completed with minimum "C" grades. However, it is not required to complete bridging courses before admission into the BBA program.

\*\*Courses are usually offered during terms indicated; however, the schedule is subject to change. Please email [business@langara.ca](mailto:business@langara.ca) if you have questions.

Course	Prerequisites (min "C-" unless otherwise noted)	Offered**
<b>BCAP 1200*</b> Business Computer Applications I	None <b>Recommended 1<sup>st</sup> term course</b>	every term
<b>BUSM 1100*</b> Introduction to Business in Canada	None <b>Highly recommended 1<sup>st</sup> term course</b>	every term
<b>BUSM 1285</b> Business Law	ENGLISH <sup>1</sup>	every term
<b>BUSM 1500</b> Business Presentation Skills	None <b>Recommended 1<sup>st</sup> year course</b>	every term
<b>BUSM 2200</b> Organizational Behaviour	ENGLISH <sup>1</sup>	every term
<b>CMNS 1118*</b> Written Communications	Contact English department for current prerequisites: english@langara.ca	every term
<b>ECON 1220 or 1221*</b> Microeconomics OR Macroeconomics	None	every term
<b>ENGL 1123* or 1127* or 1128*</b> Introduction to Academic Writing OR Essay Writing & Short Prose OR Short Prose Selections & Composition	Contact English department for current prerequisites: english@langara.ca	<b>ENGL 1123:</b> every term <b>ENGL 1127:</b> Discontinued <b>ENGL 1128:</b> Discontinued
<b>FMGT 1116*</b> <b>OR both FMGT 1115* and FMGT 1215</b> <b>OR FMGT 2293*</b> Accounting for Managers OR Financial Accounting I and II OR Financial Accounting Overview	<b>FMGT 1115:</b> None <b>FMGT 1215:</b> FMGT 1115 or FMGT 2293 <b>FMGT 1116:</b> None <b>FMGT 2293:</b> ENGLISH <sup>1</sup> <b>Recommended 1<sup>st</sup> year course</b>	every term
<b>MARK 1115*</b> Introduction to Marketing	None <b>Recommended 1<sup>st</sup> term course</b>	every term
<b>MARK 1200 or MARK 2500</b> Selling Skills OR Selling Skills & Communications	MARK 1115	<b>MARK 1200:</b> Spring <b>MARK 2500:</b> Discontinued
<b>MARK 2000</b> E-Commerce and Distribution	ENGLISH <sup>1</sup> MARK 1115	Fall
<b>MARK 2100*</b> Marketing Research	ENGLISH <sup>1</sup> Minimum grade of "C" in one of STAT 1123, 1124, or 1181	every term
<b>MARK 2400*</b> Integrated Marketing Communications	ENGLISH <sup>1</sup> MARK 1115	Fall and Spring
<b>MARK 2430*</b> Marketing Strategy	Completion of 30 credits including MARK 1115 and CMNS 1118 with a minimum "C"	Fall and Spring

Course	Prerequisites/Notes	Offered**
<b>MATH 1118* or 1119*</b> Mathematics of Finance OR Mathematics of Business Affairs (MATH 1171 or 1174 may be used as a substitute)	<b>MATH 1118:</b> Minimum "C" grade in Precalculus 11 or Foundations of Mathematics 12; or an "S" grade in MATH 1101; or permission of the department based on the MDT process (MDT 059). <b>MATH 1119:</b> None. See Math department website for recommended background.  *MATH prerequisites are valid for only three years.	Fall and Spring terms  Confirm course scheduling with: math.stat.info@langara.ca
<b>STAT 1123* or 1124* or 1181*</b> Basic Probability & Statistics for Business OR Statistical Methods I OR Descriptive and Elementary Inferential Statistics	<b>STAT 1123:</b> None. See Statistics department website for recommended background. <b>STAT 1124:</b> A minimum "C" grade in Foundations of Mathematics 11, Precalculus 11, Foundations of Mathematics 12, or Precalculus 12; an "S" grade in MATH 1150; or MDT 053. <b>STAT 1181:</b> MATH 1153, 1171, 1173, 1174, 1175 with a "C-" grade or higher or equivalent (may be taken concurrently).  *STAT Prerequisites are valid for only three years.	every term  Confirm course scheduling with: math.stat.info@langara.ca
<b>ELECTIVE (1 course/3 credits)</b> Business	Any BCAP course (except BCAP 1200 and BCAP 1112), any BUSM course (except BUSM 2300), any FMGT, INTB, or MARK course. See Grad Eval tool in myLangara for details.	
<b>ELECTIVES (2 courses/6 credits)</b> University Transferrable	Courses must be selected from a subject area other than BCAP, BUSM, COOP, EXPE, FMGT, INTB or MARK that has assigned or unassigned transfer credit at UBC, SFU, UVic or UNBC.	

Students who intend to add an optional co-op to the Diploma program will also complete:

<b>EXPE 2300</b> Employment Strategies for Current Labour Markets	See course description or the Co-op department for prerequisites.	every term
<b>COOP 2301</b> Co-operative Work Placement I	Only available to students with approved co-op placements. Contact Co-op Department for prerequisites and details: coop@langara.ca	every term

*Note: EXPE 2300 cannot be used to meet elective requirements.*

#### English Prerequisite

<sup>1</sup> One of the following: a minimum 67% in English Studies 12, Literary Studies 12, English First Peoples 12, or equivalent; a university-level English or communications course for which Langara awards transfer credit; or a minimum "C" grade in ENGL 1120; or a minimum "C-" grade in ENGL 1121; or an "S" grade in ENGL 1107, 1108, or 1110; or LET with a minimum Level 3; or LEAP 8; or LPI with a minimum 26 on the essay and one of 5 in English usage, 5 in sentence structure, or 10 in reading comprehension.

Note: This guide is for course planning purposes only; the course and program information included here is subject to change. Students are responsible for confirming prerequisites and scheduled offerings for their courses. Students are reminded to follow the curriculum in place as of their program start date (catalogue term). Students can confirm their catalogue term by contacting the Graduation Department at [gradeval@langara.ca](mailto:gradeval@langara.ca). The graduation department is the only department at Langara that can confirm when graduation requirements have been met.

Students pursuing the BBA program are encouraged to contact business program advising at [business@langara.ca](mailto:business@langara.ca).

For more information on School of Management programs or your course planning, please visit [langara.ca/lsm](http://langara.ca/lsm) or email program advising at [business@langara.ca](mailto:business@langara.ca).