

# MARKETING

**Department Website:** <https://www.smu.ca/future-students/bcomm-programs/marketing-program.html>

**Department Email:** [marketing@smu.ca](mailto:marketing@smu.ca)

The Department of Marketing offers a program for marketing majors which, in addition to the general requirements for a Bachelor of Commerce degree as outlined in this *Calendar*, requires students to take MKTG 3376 (Consumer Behaviour), MKTG 3378 (Marketing Research), MKTG 3379 (Marketing Management), and nine (9) credit hours additional electives.

For additional information, students should consult the Chairperson and/or faculty advisors. The Department administers the communications courses [Business Communication Essentials (COMM 2293) and Business Presentation Essentials (COMM 3394)].

## Graduate Studies

For information on graduate courses see the Graduate Academic Calendar (<https://smu-ca-public.courseleaf.com/graduate/>).

## Program

The Bachelor of Commerce is a well-established, foundational degree and requires the requirements listed below alongside general graduation requirements (<https://smu-ca-public.courseleaf.com/undergraduate/faculties/sobey-school-business/bachelor-commerce/>).

## Major in Marketing

Students with an interest in the Marketing major are encouraged to seek advising early from an Academic Advisor, Department Advisor or Chairperson.

In addition to the general requirements to complete a Bachelor of Commerce (<https://smu-ca-public.courseleaf.com/undergraduate/faculties/sobey-school-business/bachelor-commerce/>) degree, students majoring in Marketing must complete the requirements listed below.

Students should consult an Academic Advisor to help plan how to distribute these requirements throughout their program.

Code	Title	Credit Hours
<b>Major Requirements:</b>		
MKTG 3376	Consumer Behaviour <sup>1</sup>	3
MKTG 3378	Marketing Research <sup>1</sup>	3
MKTG 3379	Marketing Management <sup>1</sup>	3
Select nine credit hours in Marketing electives <sup>1,2</sup>		9
<b>Additional Free Elective Requirements:</b>		
Select nine credit hours in free electives <sup>3,4</sup>		9
<b>Total Credit Hours</b>		<b>27</b>

### Notes:

<sup>1</sup> To complete a major in Marketing, students must attain a minimum grade point average of 2.2 out of 4.3 in Introduction to Marketing (MKTG 2270) and the 3000 and 4000 level MKTG courses.

<sup>2</sup> If a course satisfies both a major requirement and a core elective requirement, the number of free electives will increase by three (3) credit hours.

<sup>3</sup> Students admitted to the Bachelor of Commerce students prior to 2023-2024 may have different additional elective requirements and should consult with an academic advisor.

<sup>4</sup> Additional Elective Requirements: Students pursuing a Bachelor of Commerce degree with a major in Marketing must complete nine (9) additional credit hours in free electives over and above the fifteen (15) free elective credit hours required by the degree. These additional free elective credits are necessary to fulfill the 120-credit hour requirement in the Bachelor of Commerce program. Students pursuing double majors should consult with an academic advisor.

## Streaming Options

Students are advised that they can package the nine (9) credit hours of MKTG electives as streams in order to give them greater specialization within the field of Marketing:

### Retailing and Services Stream

Services Marketing (MKTG 4462), Management of Marketing Channels (MKTG 4473) plus one other MKTG elective chosen in consultation with the chairperson.

### Marketing Management Stream

Marketing Communications (MKTG 4471), Marketing Strategy (MKTG 4479), plus one other MKTG elective chosen in consultation with the chairperson.

Students are also free to complete the marketing major by taking and passing any nine (9) credit hours in marketing beyond the MKTG requirements listed above.