

DONALD SCHOOL OF BUSINESS - BUSINESS ADMINISTRATION DIPLOMA MARKETING MAJOR

UPDATED: FEBRUARY 2012

For admission requirements to the Business Administration Diploma, please see the Red Deer College Calendar.

To meet graduation requirements, students must complete all courses with a minimum grade of 'D' and a minimum grade point average (GPA) of **2.00 (62%)**.

PROGRAM CONTENT YEAR 1

_____	ACCT 102	Introductory Accounting I
_____	ACCT 103	Introductory Accounting II
_____	BADM 110	Introduction to Management
_____	BADM 111	Introduction to Statistics
_____	BADM 132	Introduction to Marketing
_____	BADM 207	Management Information Systems & Technology ¹
_____	BUS 303	Introduction to Organizational Behaviour
_____	COMM 250	Business and Workplace Writing ²
_____	ECON 100	Introduction to Business Microeconomics
_____	ECON 101	Introduction to Business Macroeconomics

1. Students should have basic keyboarding, file management, and email skills before registering for BADM 207. Students can enrol in one credit, self-directed computing modules (CMPT 072, and 083 and 086) to acquire these skills. See an Academic Advisor for more details.
2. Prerequisite for COMM 250: 60% in ELA 30-1 **or** COMM 150 **or** a passing mark in an Assessment Test. Students must achieve a combined score of 175 on a reading comprehension and a sentence skills test (each are marked out of 120) and a 7 or higher on a writing sample. **Students who take COMM 150 may not be able to complete their diploma in two years.**

PROGRAM CONTENT YEAR 2

<input type="checkbox"/>	ACCT 104	Managerial Accounting
<input type="checkbox"/>	BADM 260	Introduction to Finance ³
<input type="checkbox"/>	BADM 270	Business Policy & Strategy Prerequisite: Completion of all Year 1 courses & Prerequisite or Corequisite: BADM 260
<input type="checkbox"/>	BADM 281	Human Resource Management
<input type="checkbox"/>	BUS 311	Legal Foundations of the Canadian Economy

Marketing Options: Choose 4 of: BADM 204, 238, 240, 241, 242, 243, 247, 249, 251

<input type="checkbox"/>	BADM	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	BADM	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	BADM	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	BADM	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Open Option: Choose an approved 3 credit **College Level** Non-Business option **or** a Business option from the list below.

BUSINESS OPTIONS: (Check RDC Calendar for Prerequisites)

ACCT 205	BADM 232	BADM 242	BADM 262	FINS 180
ACCT 206	BADM 233	BADM 243	BADM 280	
ACCT 209	BADM 234	BADM 247	BADM 290	
ACCT 210	BADM 235	BADM 249	BADM 320	
ACCT 211	BADM 238	BADM 251	BADM 321	
ACCT 212	BADM 240	BADM 253	BUS 305	
BADM 204	BADM 241	BADM 261	BUS 307	

BADM 107, BADM 170, BUS 358, CMPT 170, or CMPT 261 may **NOT** be used as Business Options

3. BADM 260 vs. BUS 310: BADM 260 is the recommended Finance course for the Business Administration Diploma and as such will be recognized as part of our block transfer agreements. However, if you are considering continuing on to an accounting designation or a business degree, it is recommended you take BUS 310.

IMPORTANT NOTES:

The following refer to equivalent courses or courses that may be taken in lieu of various specified courses. Please be aware that although courses may be accepted as equivalent to meet program requirements, course content may not be the same. Students may receive credit for only one of each equivalency. Students seeking university transfer or an accounting designation should see an academic advisor or their chairperson when selecting courses.

- ACCT 202 is equivalent to ACCT 102 plus ACCT 103
- ECON 201 is equivalent to ECON 100
- BUS 306 is equivalent to BADM 111
- Although the courses are not equivalent, BUS 201 *will waive* the BADM 110 requirement
- ACCT 204 is equivalent to ACCT 104
- ECON 202 is equivalent to ECON 101
- BUS 310 is equivalent to BADM 260*
- COMM 250 will be waived with completion of any 200 level ENGL course or any 200 level COMM course

TRANSFER FEATURES

****PLEASE CONSULT YOUR ACADEMIC ADVISOR OR CHAIR REGARDING MRU/RDC FUTURE BACHELOR OF BUSINESS ADMINISTRATION PROGRAM. ****

Athabasca University - Bachelor of Management (Post Diploma): Graduates of RDC Business Administration Diploma Program receive up to 60 credits towards the degree program. Students may complete the program in one year of full-time study or may progress at their own pace on a part-time basis. Courses may be completed through distance delivery options available at AU. For more information, contact Athabasca University Faculty of Business: 1.800.468.6531 or business-support@athabascau.ca or <http://business.athabascau.ca>

Athabasca University - Bachelor of Commerce (Post Diploma): Students with approved two-year college diplomas in business or a closely related field will receive a block transfer award of 60 credits towards the first two years of the Bachelor of Commerce (Post Diploma) General Degree. Contact Athabasca University Faculty of Business: 1.800.468.6531 or business-support@athabascau.ca or <http://business.athabascau.ca>

University of Lethbridge - Bachelor of Management: Faculty of Management Campuses: The Faculty of Management offers programs on three campuses: Calgary, Edmonton, and Lethbridge. On the Lethbridge campus, students can pursue all programs and majors offered by the Faculty of Management. The Calgary and Edmonton campuses serve adult learners and offer the B.Mgt., Post-Diploma B.Mgt., second degree in Management, the PBCA and other Management Certificates. Combined Degrees programs (B.A./B.Mgt., B.Sc./ B.Mgt., B.Mgt./B.Ed., and Post-Diploma B.Mgt./B.Ed.) cannot be completed in their entirety on the Calgary or Edmonton campuses, and all Combined Degrees applicants will be assigned to the Lethbridge campus. The following majors may be completed on the Calgary and Edmonton campuses: Accounting, Finance, General Management, Human Resource Management and Labour Relations, International Management, and Marketing. For all other majors, contact the campus offices:

Lethbridge Campus

403.329.2153

undergrad.management@uleth.ca

Calgary Campus

403.284.8596

calgary.campus@uleth.ca

Edmonton Campus

780.424.0425

edmonton.campus@uleth.ca

Guaranteed admission to the Bachelor of Management Degree (Post-Diploma program) with a diploma GPA of 3.00 or higher. Graduates with a diploma GPA below 3.00 may be admitted in the second round of admissions.

Mount Royal University - Bachelor of Business Administration: All students must demonstrate successful completion of English 30-1 (or equivalent) with a minimum grade of 60% and Math 30 (Pure or Applied) with a minimum grade of 60%. Admission to the program is very competitive and is based on your 4 most recently completed post-secondary courses as of Dec 31. Students are required to have a minimum admission GPA of 2.0. Transcripts will be evaluated on a course by course basis. Bissett School of Business offers students the opportunity to study in the following areas: Accounting, Business & Society, Entrepreneurship, Financial Services, Human Resources, Insurance, International Business, Marketing, Nonprofit Management, and Supply Chain Management. Contact: Bissett School of Business: 403.440.6833 or businessadvising@mtroyal.ca or <http://business.mtroyal.ca>

Okanagan College - Bachelor of Business Administration: Students require successful completion of a Business Administration Diploma program with a minimum grade point average (GPA) of 2.4 (67%), a statement (500 words maximum) outlining personal objectives and career goals as well as a statement (500 words maximum) outlining work experience and community involvement. Contact: Katie Hartman, Program & Event Coordinator khartman@okanagan.bc.ca or <http://www.okanagan.bc.ca/business>

HOW TO FIND MORE INFORMATION

RDC Information Centre:	403.342.3400 Fax: 403.342.3188 information.centre@rdc.ab.ca
Business Administration Chairperson:	Patrick O'Meara, Office: DSB 503H 403.342.3554 or pat.omeara@rdc.ab.ca
Business Administration Website:	http://www.rdc.ab.ca/business/
RDC Website:	http://www.rdc.ab.ca
On-line RDC Timetable:	http://www.rdc.ab.ca/timetable/
RDC Academic Advising:	Office: 1102 advisors@rdc.ab.ca 403.342.3400 http://www.rdc.ab.ca/academic_advising

PLEASE NOTE:

You are responsible for ensuring that your registration is complete and appropriate and that your course choices comply with the program to which you have been admitted at Red Deer College and/or to the university to which you wish to transfer (if applicable). You are cautioned that any changes to your courses, your major or your transfer destination may adversely affect your transferable credit (if applicable), admission requirements for future programs, or eligibility to graduate from Red Deer College. Please consult with an Academic Advisor if you have any questions.

The function of Academic Advisors is to provide students with information and resources that enable them to make informed decisions relevant to their education. These resources include the Red Deer College Calendar, the Academic Planning Guide for your chosen program and destination university (if applicable), the Alberta Transfer Guide and the calendar and contact information for your destination university (if applicable). Academic Advisors will assist you in interpreting information from these resources or refer you to your destination university if appropriate. Students in university transfer programs are strongly advised to refer to the calendar of the university to which they wish to transfer and should contact appropriate university departments as required.