DONALD SCHOOL OF BUSINESS - BUSINESS ADMINISTRATION DIPLOMA
MARKETING MAJOR
UPDATED: FEBRUARY, 2020

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**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>ACCT 102</td>
<td>Introductory Accounting I¹</td>
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<tr>
<td>ACCT 103</td>
<td>Introductory Accounting II</td>
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<tr>
<td>BADM 110</td>
<td>Introduction to Management</td>
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<tr>
<td>FINS 150</td>
<td>Personal Finance</td>
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<tr>
<td>BADM 132</td>
<td>Introduction to Marketing</td>
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<tr>
<td>BADM 210</td>
<td>Business Technology 1²</td>
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<tr>
<td>BUS 303</td>
<td>Introduction to Organizational Behaviour</td>
</tr>
<tr>
<td>COMM 250</td>
<td>Business and Workplace Writing (Prerequisite: 60% in ELA 30-1 or Passing mark in placement test or COMM 150)³</td>
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<tr>
<td>ECON 100</td>
<td>Introduction to Business Microeconomics</td>
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<tr>
<td>ECON 101</td>
<td>Introduction to Business Macroeconomics</td>
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1. If you take ACCT 202 as replacement coursework for ACCT 102 and ACCT 103, you MUST complete an additional **Open Option** to meet graduation requirements for the Diploma and eligibility for the BBA.

2. Students should have basic keyboarding, file management, and email skills before registering for BADM 210.

3. 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

____ ACCT 204 Managerial Accounting or ACCT 104 (ACCT 204 is required if pursuing a Business Degree)

____ BADM 111 Introduction to Statistics

____ BADM 241 Marketing Communications

____ BADM 242 Marketing Research

____ BADM 270 Business Integration

____ BADM 281 Human Resource Management

____ BUS 310 Introduction to Finance or BADM 260 Introduction to Corporate Finance (BUS 310 is required if pursuing a Business Degree)

____ BUS 311 Legal Foundations of the Canadian Economy

____ Business Option Recommended Business Option: BADM 204, 240, 249, 251

____ Open Option Choose a Business Option from the list above or an approved 3 credit College Level Non-Business Option

BUSINESS OPTIONS: (Check RDC Calendar for Prerequisites and Delivery in this Academic Year)

| ACCT 205 | BADM 232 | BADM 261 | BADM 262 | BUS 307 | BADM 254 |
| ACCT 206 | BADM 233 | BADM 243 | BADM 285 | BADM 204 | BADM 256 |
| ACCT 209 | BADM 234 | BADM 247 | BADM 290 | BADM 211 | BADM 258 |
| ACCT 210 | BADM 235 | BADM 249 | BADM 320 | FINS 281 or FINS 250 | BADM 280 |
| ACCT 211 | BADM 238 | BADM 251 | BADM 321 | FINS 282 or FINS 251 |
| ACCT 212 | BADM 240 | BADM 253 | BUS 305 | FINS 286 |
| ACCT 214 | BUS 201 |

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

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 when selecting courses.

- ECON 201 is equivalent to ECON 100
- ECON 202 is equivalent to ECON 101
- BUS 306 is equivalent to BADM 111
Complete your Business Degree at RDC – RDC has partnered with Mount Royal University to offer the Bachelor of Business Administration (BBA) with a General Management major. Within your General Management major you can concentrate in accounting or management. You also have the option to complete a minor in Finance & Economics. Theoretical education is backed up with practical experience that includes industry visits, business leader presentations, case studies, work experience and working side by side with industry and community leaders. dsbinfo@rdc.ab.ca

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) General, Accounting, Finance, or e-Commerce: 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

MacEwan University – Bachelor of Commerce: MacEwan.ca/bcom

Mount Royal University - Bachelor of Business Administration: All students must demonstrate successful completion of ELA 30-1 (or equivalent) with a minimum grade of 60% and Math 30 Pure or Applied with a minimum grade of 60% OR successful completion of a two-year business diploma, applied degree or four-year business baccalaureate from an accredited post-secondary institution. 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, Business of Sport & Recreation, Innovation & Entrepreneurship, Finance, Financial Services, Human Resources, International Business, Marketing, Social Innovation & Nonprofit Management, and Supply Chain Management. Contact: Bissett School of Business: 403.440.6833 or businessadvising@mtroyal.ca or http://business.mtroyal.ca

University of Lethbridge - Bachelor of Management: The Dhillon School of Business offers courses on two campuses: Lethbridge and Calgary. Students can pursue all programs and majors offered by the Dhillon School of Business on the Lethbridge campus. The following majors are offered on the Calgary Campus: Accounting, Finance, General Management, Human Resource Management and Labour Relations, and Marketing.

Combined Degrees programs (B.A./B.Mgt., B.Sc./B.Mgt., B.F.A. (New Media)/B.Mgt., B.H.Sc./B.Mgt., B.Mgt./B.Ed., and Post-Diploma B.Mgt./B.Ed.) cannot be completed in their entirety on the Calgary campus, and all Combined Degrees applicants will be assigned to the Lethbridge campus.

Lethbridge Campus
403.329.2153
undergrad.management@uleth.ca

Calgary Campus
403.571.3360
calgary.campus@uleth.ca

Guaranteed admission to the Bachelor of Management Degree (Post-Diploma program) with a diploma GPA of 2.50 or higher. http://www.uleth.ca/dhillon/

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. http://www.okanagan.bc.ca/business

HOW TO FIND MORE INFORMATION

Donald School of Business: www.rdc.ab.ca/dsb
RDC Website: http://www.rdc.ab.ca/
Academic Advising & Recruiting: dsbinfo@rdc.ab.ca

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 RDC 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 RDC. Please consult with an Advisor if you have any questions.

The function of Advisors is to provide students with information and resources that enable them to make informed decisions relevant to their education. These resources include the RDC 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). 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.