

## 2-YEAR BUSINESS – MARKETING DIPLOMA TO HONOURS BBA (MARKETING MANAGEMENT)

Applicants who have graduated from an Ontario College of Applied Arts and Technology Diploma program with a minimum program 3.0 GPA will receive a course credit block transfer as noted below:

NOT REQUIRED TO COMPLETE	REQUIRED TO COMPLETE	
BLOCK TRANSFER COURSES	CORE BUSINESS COURSES	BREADTH ELECTIVES
11 COURSES	24 COURSES	6-8 COURSES
Business Fundamentals Microeconomics Macroeconomics Marketing Fundamentals Financial Accounting Finance Fundamentals Business Communications Sales Strategies and Methods Business Law Digital Marketing 1 Business Elective	Business Calculus and Algebra Business Processes Organizational Behaviour Supply Chain and Operations Management Business Statistics Applied Research in Business Business Information Systems Ethics, Sustainability and Corporate Social Responsibility Global Business Environment Strategic Management Integrated Industry Project OR Research Thesis Marketing Analysis Integrated Marketing Communications Marketing Planning Marketing Analytics Consumer Behaviour Marketing Research and Analysis Managerial Accounting Becoming a Master Learner* Undergraduate Competency Development BBA Portfolio* Co-op Preparation* 2 Business Electives  <b>Mandatory 14-week Internship</b>	Refer to Section on Degree Breadth

\*7-week non-credit course

## DEGREE BREADTH ELECTIVES POLICY AND BLOCK TRANSFER CREDIT

Students must successfully complete 8 breadth courses meeting the following criteria:

COURSES	DESCRIPTION
1	<b>Composition and Rhetoric (1)</b> from the English/Literature discipline in the <b>Humanities</b> field of study.
1	<b>1000 level course in one (1)</b> additional field of study to meet the minimum of <b>*two (2)</b> of the <b>five (5)</b> below fields of study. (Composition and Rhetoric meets one of these requirements).
2	At least <b>two (2)</b> courses at <b>a level higher than the Introductory 1000</b> .
4	<b>Four (4)</b> additional courses from any level/field of study.
<b>8</b>	<b>Total</b>

\*Students must take courses from at least **two** of the **five** fields of study:

HUMANITIES	SOCIAL SCIENCE	GLOBAL CULTURE	SCIENCE	MATH
<ul style="list-style-type: none"> <li>English Literature</li> <li>Religious Studies</li> <li>History</li> <li>Philosophy</li> </ul>	<ul style="list-style-type: none"> <li>Anthropology</li> <li>Psychology</li> <li>Sociology</li> <li>Criminology</li> </ul>	<ul style="list-style-type: none"> <li>Cultural Studies</li> <li>Political Science</li> </ul>	<ul style="list-style-type: none"> <li>Science</li> <li>Biology</li> </ul>	<ul style="list-style-type: none"> <li>Math</li> <li>Statistics</li> </ul>

Prior to receiving credit for General Education, students must have a minimum Program Grade Point Average of 3.0 in their General Education Courses, with a minimum of 60% in each course.

- 3-year Advanced Diploma students may be eligible for a maximum of **2 Degree Breadth** transfer credits.
- 2-year Diploma students may be eligible for **1 Degree Breadth** transfer credit.

**Note:** While credits acquired through a block transfer arrangement do serve to satisfy the requirements of the breadth policy at the introductory level in each of the designated fields, they do not fulfill a course-specific prerequisite requirement.

## APPLYING TO SHERIDAN FOR DEGREE COMPLETION

To apply for Degree Completion you must go online to [ontariocolleges.ca](http://ontariocolleges.ca) and apply using the following program code, program delivery and entry level that applies to you:

DESIRED DEGREE	ontariocolleges.ca			
	PROGRAM CODE	PROGRAM DELIVERY	ENTRY LEVEL	PROGRAM START DATE
Honours BBA (Accounting)	PBACC	Full-time or Part-time	Degree Completion	Sept/Jan
Honours BBA (Finance)	PBBAF	Full-time or Part-time		Sept/Jan
Honours BBA (Human Resources Management)	PBHRM	Full-time or Part-time		Sept/Jan
Honours BBA (Marketing Management)	PBBAM	Full-time or Part-time		Sept/Jan
Honours BBA (Supply Chain Management)	PBSCM	Full-time or Part-time		Sept/Jan

All information provided is current as of publication and is subject to change. Refer to the website for the most current program information. Sheridan Communications, Public Affairs and Marketing, April 2020. WF#146968