Program Planning Guide
Bachelor of Commerce: Marketing

YOUR COURSE PLANNING: This worksheet has been created as a guide for admitted students. Note, your course planning may look different than another student; this worksheet has been designed for students wishing to complete their program within a four-year timeline. Students may elect to take part-time studies or a reduced course load. Refer to the Undergraduate Academic Regulations within the Undergraduate Calendar for more information.

For requirements that have a "pick list" (i.e. *choose one of*) please visit the Undergraduate Calendar to see a detailed list. The list or requirements may change, so please ensure you follow the appropriate requirements (the 2025-2026 Undergraduate Calendar). After July 1, 2025, you can find the calendar in a PDF format.

100/200 Level Requirements

Requirements	Credit Hours	Course Selected	Done
COMM 100	3		
ECON 100	3		
ECON 101	3		
FNST 100	3		
MATH 150 or MATH 220	3		
MATH 152 or MATH 100	3		
COMM 200	3		
COMM 204	3		
COMM 210	3		
COMM 211	3		
COMM 220	3		
COMM 230	3		
COMM 240	3		
COMM 251	3		
CPSC 250	3		
ECON 205 or STAT 240	3		

300/400 Level Requirements

Requirements	Credit Hours	Course Selected	Done
COMM 300	3		
COMM 320	3		
COMM 330	3		
COMM 332	3		
COMM 343	3		

300/400 Level Requirements Continued

Requirements	Credit Hours	Course Selected	Done
COMM 350	3		
COMM 351	3		
ECON 350	3		
COMM 400	3		
COMM 442	3		
COMM 443	3		
Marketing Electives: COMM 340, 341, 342, 346, 347, 441	3		
	3		
Academic Breadth Requirement			
Arts and Humanities	3		
Natural Science	3		
Electives			
	3		
	3		
	3		
	3		
	3		
	3		
	3		
	3		
	3		
Total Credit Hours	120		

BREADTH REQUIREMENT: As a part of this program, students will have satisfied their Physical Sciences requirements (with required MATH courses) and their Social Sciences requirement (with required ECON courses). Students will need to complete the Natural Sciences, and Arts & Humanities breadth requirement; please review the breadth requirements to ensure the appropriate requirements are satisfied.

UNDERGRADUATE CALENDAR: It is the student's responsibility to be aware of all University of Northern British Columbia Undergraduate Calendar regulations. Academic regulations, program information, course information, and pre-requisites can be found in this document.

EFFECTIVE SEPTEMBER 2025

YEAR ONE
Sample Sequencing Plan

First Year	
Fall	Winter
COMM 100	Algebra or Calculus Requirement*
ECON 100 or ECON 101	ECON 100 or ECON 101
Algebra or Calculus Requirement*	Natural Science - Academic Breadth
FNST 100	Elective
Arts and Humanities - Academic Breadth	Elective

*Calculus Requirement = one of MATH 100 or MATH 152;
* Algebra Requirement = one of MATH 150 or MATH 220

**PLEASE CHECK BACK for updates
to this Program Planning Guide
in June 2025**

Course Notes

- These courses need not necessarily be taken in the sequence as indicated; the core Commerce courses are often offered more than once per year.

- In order to follow the sample sequencing plan, students need to have Pre-Calculus 12 or its equivalent. No Pre-Calculus 12? Contact your Student Advisor to discuss options.

- Students enrolling in any Commerce course with prerequisites are required to have completed all prerequisite courses for that course with a C- or better, or have permission to enroll from the Program Chair.

- Students wishing to pursue additional Mathematics courses as electives are advised to choose MATH 100-3 (Calculus I) and MATH 220-3 (Linear Algebra).

- **Double Majors**: Students who are considering a double major should speak with their Student Advisor as soon as possible.

Advisor Notes

RESIDENCY REQUIREMENT: Students must complete a minimum of 30 credit hours of upper division UNBC coursework to receive a UNBC degree.

DEGREE EVALUATIONS: The Degree Evaluation is an interpretation of the Undergraduate Calendar for the year that you were admitted and helps display the requirements needed for your program.

TRANSFER & RETURNING STUDENTS: Please consult with your Student Advisor to determine how your previous work may best be applied to the program requirements. When registering for coursework pay close attention to the course preclusions to ensure you are not registering into duplicate coursework.

ONLNE RESOURCES: Be sure to check out www.unbc.ca/advising for videos and resources on a variety of helpful topics such as Registration 101, Academic Difficulties, Resources and Supports on campus and more!

STUDENT ADVISING: Is available by phone, zoom, email, or in person. To book an appointment, or to see when virtual drop-ins are scheduled, please visit: www.unbc.ca/advising or contact advising@unbc.ca/call 250.960.6306.

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NOTE: Although every attempt has been made to ensure the information on this worksheet is accurate, in the case of any discrepancy the Academic Calendar shall be considered the authority. This program planning worksheet is an unofficial planning tool for students new to UNBC and for students in a non-competitive entry program. Once your program has been declared, please use your degree evaluation as it is the official degree program-tracking document. You can find more information about your degree evaluation and how to run one at unbc.ca/advising.