

## Faculty of Liberal Arts and Professional Studies (LA&PS)

### School of Administrative Studies

### BAS Specialized Honours – Marketing Stream (2016/17 Program Checklist)

GENERAL EDUCATION - 21 Credits 21 credits at the 1000 level, chosen from 3 different general education categories	Credit	Complete or Incomplete (Courses taken)	Grade	Notes
1) Humanities or Social Science:	9.00			
2) Humanities or Social Science (whichever is not taken in line 1):	6.00			
3) Natural Science:	6.00			
<b>Total General Education Credits</b>	<b>21.00</b>			
<b>MAJOR – 78 Credits</b>				
<b>Required Core – 45 Credits</b>				
AP/ADMS 1000 Introduction to Administrative Studies	3.00			
AP/ADMS 1010 Exploring the Functions of Business	3.00			
AP/ADMS 2200 Introductory Marketing	3.00			
AP/ECON 1000 Introduction to Micro Economics	3.00			
AP/ECON 1010 Introduction to Macro Economics	3.00			
AP/ADMS 2320 Quantitative Methods 1	3.00			
AP/ADMS 2400 Intro. to Organizational Behaviour	3.00			
AP/ADMS 2500 Intro. to Financial Accounting	3.00			
AP/ADMS 2510 Intro to Management Accounting	3.00			
AP/ADMS 2511 Management Information Systems	3.00			
AP/ADMS 2610 Elements of Law	3.00			
AP/ADMS 3330 Quantitative Methods 2	3.00			
AP/ADMS 3530 Finance	3.00			
AP/ADMS 3660 Business Ethics & Corporate Responsibility	3.00			
AP/ADMS 4900 Management Policy Part 1	3.00			
<b>Marketing Stream – 33 Credits</b>				
AP/ADMS 3210 Consumer Behaviour	3.00			
AP/ADMS 3220 Applied Marketing management	3.00			
AP/ADMS 4250 Marketing Strategy Development	3.00			
AP/ADMS 4260 Marketing Research I	3.00			
ADMS 42xx Level:	3.00			
ADMS 42xx Level:	3.00			
ADMS 32xx OR 42xx:	3.00			
ADMS 32xx OR 42xx:	3.00			
ADMS 32xx OR 42xx:	3.00			
ADMS 4xxx:	3.00			
ADMS 4xxx:	3.00			
<b>Total Major Credits</b>	<b>78.00</b>			
<b>Credits Outside the Major – at least 18 Credits</b>				
Course Outside Admin. Studies:	6.00			
Course Outside Admin. Studies:	6.00			
Course Outside Admin. Studies:	6.00			
<b>Total Credits Outside then Major</b>	<b>18.00</b>			
<b>Free Choice: Any 3 Credit course</b> (Could be extra ADMS courses)	<b>3.00</b>			
<b>Total Degree Credits</b>	<b>120.00</b>			

### **Requirement Checklist and Notes (To ensure graduation, each box must be checked 'completed')**

- Residency Requirement: a minimum of 30 course credits and at least half (50 per cent) of the course credits required in each undergraduate degree program major/minor must be taken at York University.
- Upper-level Requirement: at least 36 credits at the 3000-4000 level. 18 credits must be at the 4000 level

NOTE: For the **GENERAL EDUCATION** category, a minimum of 6.0 credits must be chosen from each of Humanities, Natural Science and Social Science. General Education courses are offered at the 1000 level. A maximum of 9 credits in Humanities and Social Science will count towards fulfillment of the General Education 21 credit requirements. For approved LA&PS General education courses go to [http://www.yorku.ca/laps/courses/gen\\_education.html](http://www.yorku.ca/laps/courses/gen_education.html)

### **IMPORTANT INFORMATION AND RESOURCES**

For an online version of your degree requirements, use the **Degree Progress Report** found here: [www.registrar.yorku.ca/mydegreeprogress](http://www.registrar.yorku.ca/mydegreeprogress)

**PLEASE NOTE:** This manual Degree Checklist is **only a guide** designed to assist students with degree requirements and course selection. It is not intended as the official confirmation of a student's eligibility to graduate as requirements may change from year to year. Satisfaction of all degree requirements will be officially determined by the Registrar's Office upon application to graduate. Students are advised to make sure they are following the correct degree requirements by checking the Undergraduate Calendar of the year in which they entered their program.

**Academic Calendars:** [calendars.registrar.yorku.ca](http://calendars.registrar.yorku.ca)

**Academic Advising:** School of Administrative Studies, 282 Atkinson Building  
416-736-5210, [apsas@yorku.ca](mailto:apsas@yorku.ca)  
[www.yorku.ca/laps/sas](http://www.yorku.ca/laps/sas)  
LAPS Student Academic Advising Services, 103 Central Square  
416-736-5222, [laps@yorku.ca](mailto:laps@yorku.ca)  
[LAPS Student Academic Advising Services](#)

**Registration & Fees:** Student Client Services, Bennett Centre for Student Services  
(416) 872-YORK (9675)  
[www.yorku.ca/scsweb](http://www.yorku.ca/scsweb)

**Other resources:** [yustart.info.yorku.ca/all-resources-a-z](http://yustart.info.yorku.ca/all-resources-a-z)