

Faculty of Liberal Arts and Professional Studies- School of Administrative Studies
Bachelor of Commerce (Specialized Honours)- Marketing Stream
Program Checklist for 2023-2024

GENERAL EDUCATION - 21 Credits 21 credits at the 1000 level, chosen from 3 different general education categories	Credit	Complete or Incomplete	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			
Total General Education Credits	21.00			
MAJOR – 78 Credits				
Required Core – 45 Credits				
AP/ADMS 1000 Introduction to Business	3.00			
AP/ADMS 1010 Exploring the Functions of Business	3.00			
AP/ECON 1000 Introduction to Microeconomics	3.00			
AP/ECON 1010 Introduction to Macroeconomics	3.00			
AP/ADMS 2200 Introductory Marketing	3.00			
AP/ADMS 2320 Business Statistics	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 3351 Operations Management	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			
Marketing Stream – 33 Credits				
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			
AP/ADMS 32xx or 42xx:	3.00			
AP/ADMS 32xx or 42xx:	3.00			
AP/ADMS 32xx or 42xx:	3.00			
AP/ADMS 32xx or 42xx:	3.00			
AP/ADMS 32xx or 42xx:	3.00			
AP/ADMS or AP/DEMS 4000-Level	3.00			
AP/ADMS or AP/DEMS 4000-Level	3.00			
Total Major Credits	78.00			
Credits Outside the Major – at least 18 Credits				
Course Outside ADMS:	6.00			
Course Outside ADMS:	6.00			
Course Outside ADMS:	6.00			
Total Credits Outside then Major	18.00			
Free Choice: Any 3 Credit course (Could be extra ADMS courses)				
Any Course:	3.00			
Total Degree Credits	120.00			

Additional Notes:

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 percent) 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 must be at the 3000 or 4000-level, including at least 18 credits must be at the 4000 level.
- Cumulative grade point average of at least 5.0 and declared subject grade point average of at least 5.5

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.

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 Academic Calendar of the year in which they entered their program.

Department & Academic Advising:

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apsas@yorku.ca

Registration & Fees: Registrarial Services, Bennett Centre for Student Services (416) 872-YORK (9675)