

BUSINESS SALES AND MARKETING - PROGRAM PLAN
2 YEAR ONTARIO COLLEGE DIPLOMA
SEPT 2023 INTAKE (FALL)

All courses have a minimum passing grade of 50%. A minimum of 60% GPA is required for graduation.

FALL 2023 SEMESTER 1 (SEPTEMBER - DECEMBER) - 7 COURSES

TOTAL HOURS: 294

<p align="center">COMP 1022 Business Computer Applications 1</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">MATH 1033 Business Math</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">COMM 1083 Effective Business Communication</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">BUSI 1016 Introduction to Business</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">SALE 1010 Introduction to Business Sales and Marketing</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">SALE 1006 Presentations for Sales and Marketing 1</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">GEN ED Elective</p> <p align="center">CREDIT VALUE: 3</p>
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WINTER 2024 SEMESTER 2 (JANUARY - APRIL) - 6 COURSES

TOTAL HOURS: 280

<p align="center">COMP 1021 Business Computer Applications - Excel</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">SALE 1009 Customer Service</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">MRKT 1007 Event Marketing and Management</p> <p align="center">CREDIT VALUE: 4</p>	<p align="center">MRKT 1006 Marketing Case Studies</p> <p align="center">CREDIT VALUE: 4</p>	<p align="center">SALE 1011 Presentations Sales & Marketing 2</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">GEN ED Elective</p> <p align="center">CREDIT VALUE: 3</p>
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SPRING 2024 - ACADEMIC BREAK (MAY - AUGUST)

FALL 2024 SEMESTER 3 (SEPTEMBER - DECEMBER) - 6 COURSES

TOTAL HOURS: 322

<p align="center">SALE 2005 Business-to-Business Presentations</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">SALE 2013 Customer Relationship Management</p> <p align="center">CREDIT VALUE: 4</p>	<p align="center">MRKT 2000 Marketing Strategy</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">SALE 2002 Sale Simulation 1</p> <p align="center">CREDIT VALUE: 6</p>	<p align="center">SALE2004 Sales Call Preparation</p> <p align="center">CREDIT VALUE: 4</p>	<p align="center">GEN ED Elective</p> <p align="center">CREDIT VALUE: 3</p>
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WINTER 2025 SEMESTER 4 (JANUARY - APRIL) - 7 COURSES

TOTAL HOURS: 380

PREREQUISITE SALE 2005	PREREQUISITE MRKT 2000	PREREQUISITE MRKT 2000			PREREQUISITE SALE 2002	ANY OF THE TWO	
<p align="center">SALE 2017 Business-to-Business Pres 2</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">MRKT 2008 Marketing Tactics</p> <p align="center">CREDIT VALUE: 2</p>	<p align="center">MRKT 2007 Personal Marketing</p> <p align="center">CREDIT VALUE: 2</p>	<p align="center">PROF 2044 Professional Development</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">SALE 2016 Sales Management</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center">SALE 2015 Sales Simulation 2</p> <p align="center">CREDIT VALUE: 4</p>	<p align="center">WKPL 2068 Field Placement</p> <p align="center">CREDIT VALUE: 4</p>	<p align="center">BUSI 3034 Service Learning</p> <p align="center">CREDIT VALUE: 4</p>