

**BUSINESS SALES AND MARKETING - PROGRAM PLAN**  
**2 YEAR ONTARIO COLLEGE DIPLOMA**  
**JAN 2024 INTAKE (WINTER)**

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

**WINTER 2024 SEMESTER 1 (JANUARY - APRIL) - 7 COURSES**

**TOTAL HOURS: 294**

<p align="center"><b>COMP 1022</b> Business Computer Applications 1</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center"><b>MATH 1033</b> Business Math</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center"><b>COMM1083</b> Effective Business Communication</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center"><b>BUSI 1016</b> Introduction to Business</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center"><b>SALE 1010</b> Introduction to Business Sales and Marketing</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center"><b>SALE 1006</b> Presentations for Sales and Marketing 1</p> <p align="center">CREDIT VALUE: 3</p>	<p align="center"><b>GEN ED Elective</b></p> <p align="center">CREDIT VALUE: 3</p>
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**SPRING 2024 SEMESTER 2 (MAY- AUGUST) - 6 COURSES**

**TOTAL HOURS: 280**

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

**WINTER 2025 SEMESTER 3 (JANUARY - APRIL) - 6 COURSES**

**TOTAL HOURS: 322**

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

**TOTAL HOURS: 380**

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