Management & Marketing (BBA)  
Department of Management

Marketing at UTSC ensures that students take a holistic orientation by developing an in-depth theoretical understanding of the fundamental aspects of Marketing Strategy including the Company, Competition and Consumer, while simultaneously getting a rigorous training in the nuances of implementing Marketing Tactics through the many tools offered by Pricing, Promotion, Product, and Distribution. The Marketing area is also one of the few streams that promotes critical thinking among students by offering advanced courses such as Special Topics I and II, Judgment and Decision Making, and Marketing Models that challenge students to explore more advanced issues and topics. In addition, this is one of the few areas that offers hands-on experience and prepares students to take on Marketing Manager’s role by relying on case studies and market simulation-based courses.

Complementary Programs: AFFILIATED PROGRAMS: Please visit The Bridge website for more information on our New Venture, Innovation and Fin Tech co-curricular programs (utsc.utoronto.ca/thebridge/).

Make the most of your time at UTSC!

We want to help you maximize your university experience, so we’ve pulled together information and suggestions to get you started, although there are many more! As you review the chart on the inside pages, note that many of the suggestions need not be restricted to the year they are listed. In fact, activities such as joining a student club, engaging with faculty and seeking opportunities to gain experience should occur in each year of your study.

Check out future career opportunities and skills acquired from completing this program:

Competencies & Skills

• Prepare and make presentations, write detailed reports and convey concepts and ideas
• Attention to detail; critical and analytical thinking; evaluate ideas and research; understand the competition and the consumer to develop a Marketing Strategy
• Make decisions and interpret research and data
• Manage multiple priorities

Careers for Graduates

• Product Manager
• Brand Manager
• Market Research Analyst
• Marketing Coordinator
• Social Media Specialist
• Advertising Executive
• Project Coordinator
• Sales Manager
• Customer Relationship Manager
• Communications Coordinator
• Digital Marketing Officer

Further Education

• Marketing
• Advertising
• Public Relations
• Master of Business Administration
• Project Management
• Social Media/Media Communications

For more information go to:
uoft.me/alumni-services

Connect with Alumni at events on CLNx and through Partners in Leadership, 10,000 Coffees, LinkedIn and more!

NEED HELP CHOOSING YOUR PROGRAM?
See uoft.me/choosing
## Management & Marketing (BBA)
### Specialist Program Pathway

### Year 1
- 1.5 to 2.0 credits as follows: MGMA01H3, MGTA06H3 or (MGTA01H3 and MGTA02H3), MGTA35H3.
- 1.0 credit as follows: MATA20H3 and MATA33H3 (strongly recommended), or MATA30H3/A31H3 and MATA35H3/A36H3/A37H3.
- 1.0 credit as follows: MGBB01H3, MGBB02H3.
- 1.0 credit as follows: MGEB20H3, MGEB21H3.

### Year 2
- 0.5 credits from: MGMB01H3, MGMB02H3, MGBF10H3, MGHB02H3, MGBH12H3.
- 2.0 credits as follows: MGBE02H3, MGEB06H3, MGBE11H3, MGBE12H3.
- At least 0.5 credit in Strategic Management chosen from a list of selected courses (check UTSC Calendar).

### Year 3
- 2.0 credits from: MGOC10H3, MGFC10H3, MGHC02H3, MGDC20H3.
- At least 1.5 credits in C- or D-level Marketing, chosen from: MGMC01H3, MGMC02H3, MGMC11H3, MGMC12H3, MGMC13H3, MGMC14H3, MGMD01H3, MGMD02H3, MGMD03H3, MGMD10H3, MGMD11H3, MGMD20H3, MGMD21H3.

### Year 4 or Final Year
- At least 1.5 credits in C- or D-level Marketing, chosen from: MGMC01H3, MGMC02H3, MGMC11H3, MGMC12H3, MGMC13H3, MGMC14H3, MGMD01H3, MGMD02H3, MGMD10H3, MGMD11H3, MGMD20H3, MGMD21H3.
- 1.0 credit of C-level Economics for Management Studies courses (excluding MGEC01H3, MGEC02H3, MGEC03H3).
- Meet with your Program Advisor and use Degree Explorer to ensure you are on track with your degree.
- Register your “Intent to Graduate” on ACORN by the deadline.

### How to Use this Program Pathway
Read through each year, investigate what appeals to you here and in other Program Pathways that apply to you. Note that this Pathway is only a suggestion. For the most up to date information, please check the UTSC Calendar.

### Publication Date: February 2021
SERVICES AT UTSC THAT SUPPORT YOU:
To learn about resources and departments that can support you, download the UTSC Student Experience app or visit uoft.me/StARTNow

Diversity & Inclusion
The University of Toronto Scarborough commits to intentionally foster a welcoming and supportive environment for students, faculty, and staff where diversity is valued, and every member of the community feels a sense of belonging on campus. utsc.utoronto.ca/edo/

Academic Integrity
The university community supports an environment of academic integrity; these are values that include honesty, trust, fairness, respect and responsibility. Learn about the university’s academic rules and how to avoid accidental plagiarism by attending an Academic Integrity Matters (AIM) workshop. academicintegrity.utoronto.ca/

Healthy Campus
UTSC provides supportive environments, resources and services to empower students to maintain their overall physical and mental health and foster their academic success. uoft.me/healthycampus/

Co-Curricular Record
The co-curricular record is an official institutional document that recognizes your involvement outside the classroom as a significant part of your U of T experience. clnx.utoronto.ca/ccr

DID YOU KNOW...
All BBA students participate in at least one Work Integrated Learning opportunity prior to graduation.

FUTURE STUDENTS
For admission requirements to UTSC, check out the U of T Scarborough Viewbook or contact:
Admissions & Student Recruitment
University of Toronto Scarborough
Room HL104, Main Floor, Highland Hall
416-287-7529
admissions@utsc.utoronto.ca

CURRENT STUDENTS
Departmental Contact
https://www.utsc.utoronto.ca/mgmt/
academic-advising-and-course-updates
Management & Marketing Librarian
Mariana Jardim,
mariana.jardim@utoronto.ca
BRIDGE Librarian
Stephanie Perpick,
stephanie.perpick@utoronto.ca
Academic Advising & Career Centre
Room AC213 | 416-287-7561
Department of Student Life
Room SL157 | 416-208-4760
MESA, (Management & Economics Student Association) mesa.ca

Glossary of acronyms:
AA&CC - Academic Advising & Career Centre
CCR - Co-Curricular Record
CLNx - Career & Co-Curricular Learning Network
CTL - Centre for Teaching & Learning
DSL - Department of Student Life
F.L.I.P. - First Year Learning & Integration Program
ISC - International Student Centre
MESA - Management & Economics Student Association
SCSU - Scarborough Campus Students Union

DISCLAIMER: Please refer to the calendar for the most current and accurate information on programs and degrees: utsc.calendar.utoronto.ca