

## WINTER 2019 COURSE SELECTIONS – JANUARY TO MAY

### IMPORTANT THINGS TO KNOW WHEN CHOOSING YOUR COURSES

#### **PLEASE READ THE NEXT TWO PAGES CAREFULLY!**

#### **IT CONTAINS VERY IMPORTANT INFORMATION FOR YOU WHEN CHOOSING YOUR CLASSES!**

There is one level available in our Winter Semester: Level 2. Level 2 courses are those that you would find in your second or third year of university and will most likely be the best selections for you while you are here.

**Different Programs will conflict with each other.** Due to the academic scheduling process, it is not possible to be able to take classes from more than one program during the day. If you need to take additional courses you may need from them from Part-Time studies in the evening. We will see if it is available in the Part Time Studies catalogue (classes offered in the evening and on Saturdays outside of the regular class room hours) but we cannot guarantee that class will be offered.

**Minimum courses.** If you wish to take courses from one of the programs below you need to take a minimum of **four** courses. This is because at BCIT our students study the entire program together and taking one class from the program disrupts the set system we have established.

**Some specialized programs may be full.** Some programs are very popular and all of the courses are already full with full time BCIT students, it changes from semester to semester and is usually pretty rare. We will let you know which programs look like they will be full and unavailable to international students. Don't worry! Try first to pick as many general classes or from another similar program. If you still really need a course that is in a full program let us know which one(s) and we will do our best to find you the equivalent courses through the Part Time Studies catalogue.

**Some courses will have pre-requisites.** If they do, please do not select a course unless you believe that you already have the equivalent pre-requisites from your home institution. These need to be evident on your academic transcript you sent in when you applied. If you are not sure if you have the pre-requisites or not, please contact us and we will help you.

**Some courses have multi-course assignments.** If you select a course that has a multi-course assignment (assignments that count towards the final grade from 2 or more program courses), you may be asked to take the accompanying courses either as an audit (take the course but do not get graded) or as a graded student. Once you have selected your courses you will be notified whether or not you have a course that has a multi-course assignment.

**Pick more courses than you need and prioritize them in order of which is most important to least important.** If you have to take a part time studies course, it may not always be available the semester you are on exchange. We will do our best to find you an equivalent but if it turns out that it will not work this semester it is good to have a backup course.

**Please note that you will be placed in classes with full time BCIT students. The courses are not specific to international students unless otherwise indicated.**

**Learning Agreement cannot be changed once students arrive! Please make sure that your home university approves the courses and you have the prerequisites. If you need to drop a course once you arrive because it is too difficult it may result in the student not receiving enough credits.**

## HOW TO CHOOSE YOUR COURSES

We have developed a way that will help you best choose the courses you need while here at BCIT. Please follow the instructions below:

**1. Look at the level 2 programs and choose 1 program (either level 2 general) that best suits your academic needs.**

The program that is the best fit for you will be the program that has the largest number of courses that fit your academic requirements. Make sure you write down the courses that best fit your needs. In general, we recommend that international exchange students do not take more than 5 courses while at BCIT as there is a lot of homework and group assignments.

**2. Look again at the other level 2 program courses to supplement any further academic requirements that you may need while abroad.**

These courses may be offered through our Part Times Studies catalogue (classes running in the evening or on Saturday mornings) during the semester that you are here. If they are offered the semester you are here, we can enrol you in that course.

**3. Please email your course selection to [smezzomo@bcit.ca](mailto:smezzomo@bcit.ca). For more information about the program and courses within your program please read below.**

Classes with a star (\*) run for a half semester: either January to Mid-March or Mid-March to May. Depending on which half semester courses you choose, your exchange start / end date may vary.



LEVEL 2 SPECIALTY COURSES

**Business Information Technology Management**

Course Name	Description	BCIT
<b>BSYS 2050</b> Business Data Analytics 2*	This course covers advanced Excel formulae, concepts, and applications using larger and more professional worksheets and focusses on the data modeling approach using Excel vs. the calculator approach. Topics include if-then modeling, built-in functions, and charting, transferring data across applications, and using the built-in tools such as PivotTables, Sparklines, Slicers, PowerPivots, and macros. <b>Prerequisites:</b> BSYS 1000 or BSYS 1005	2.0
<b>BSYS 2065</b> Business Systems Programming 3*	An understanding of programming is essential for an Information Technology Business Solution Designer. In this course, Visual Basic ASP.NET will be used to introduce students to the concepts of computer programming in order to create a Web-enabled database system. <b>Prerequisites:</b> BSYS 1000 or BSYS 1005	2.0
<b>BSYS 2060</b> Business Data Management 3*	This course provides an introduction to relational database management systems, data modeling, and the use of computer software to meet reporting and decision support needs within an organization. The student will use a relational database management system to create data tables, build table relationships, develop and modify custom forms, generate reports, and perform queries, while taking measures to ensure data validity, efficiency, and integrity. Subject to time available, additional topics will be included. <b>Prerequisites:</b> BSYS 1000 or BSYS 1005	2.0
<b>BUSA 2100</b> Principles of Management*	A study of the basic concepts of the management process: planning, organizing, staffing, leading and controlling. Integrated with the concurrent first-term courses and using the case-study method, it creates opportunities for the students to develop analytical, problem-solving, teamwork and communications skills, by analysing and presenting solutions to typical business problems. Topics covered include: structuring organizations, decision making and an introduction to production, human resources, controlling and strategic and tactical planning. <b>Prerequisites:</b> ORGB 1100	2.0
<b>COMM 2200</b> Business Communication 2	This course provides further instruction and practice in the principles taught in COMM 1100. It concentrates on more sophisticated forms of written communication: the job application package, indirect correspondence, and reports. The course might also include modules on graphics, questionnaires, telephone techniques, and organizing and running meetings. <b>Prerequisites:</b> COMM 1100	4.0
<b>ECON 2200</b> Macroeconomics	Presents a challenging overview of the workings of an economy. Stresses measurement and determination of national economic activity, the role of monetary and fiscal policy, and the understanding of inflation, unemployment and growth in an international environment. Prepares students to weigh political and economic issues as they relate to their business ventures.	4.0
<b>FMGT 2100</b> Accounting 2	This course is the second of two designed to provide first year students with a general understanding of the nature, purpose and general procedures of accounting. The course examines notes and accounts receivables; capital assets; liabilities; partnerships; corporations and consolidations; international transactions; financial statement analysis; cash flow statements; manufacturing and job costing; and a review of the budget process and responsibility accounting. <b>Prerequisites:</b> FMGT 1100 or FMGT 1105	5.5
<b>OPMT 1130</b> Business Statistics	Includes descriptive statistics, including numerical and graphical presentation of data, measures of central tendency and dispersion, elementary probability, index numbers and time series. Introduction to inferential statistics through selected topics	5.5

such as sampling, confidence limits of the mean, hypotheses testing and simple linear regression. Spreadsheets are used for calculations

**ORGB 1100**  
Organizational  
Behaviour\*

Presents the study of factors that either influence or are influenced by people at work. The course will focus on macro factors such as organizational structure, technology and environment; group factors such as group dynamics, leadership, conflict, change and decision making; and micro or individual factors such as personality, attitudes, perception and motivation.

3.0

## Business Management

Course Name	Description	BCIT
<b>BSYS 2050</b> Business Data Analytics*	This course covers advanced Excel formulae, concepts, and applications using larger and more professional worksheets and focusses on the data modeling approach using Excel vs. the calculator approach. Topics include if-then modeling, built-in functions, charting, transferring data across applications, and using the built-in tools such as PivotTables, Sparklines, Slicers, PowerPivots, and macros. <b>Prerequisites:</b> BSYS 1000 or BSYS 1005	2.0
<b>BSYS 2060</b> Business Data Management*	This course provides an introduction to relational database management systems and the use of computer software to meet reporting and decision support needs within an organization. The student will use Microsoft Access to create data tables, build the table relationships, develop and modify custom screen forms, generate reports, and perform queries, while taking measures to ensure data validity, efficiency, and integrity. Subject to time available, additional topics will be included. <b>Prerequisites:</b> BSYS 1000 or BSYS 1005	2.0
<b>BUSA 2100</b> Principles of Management*	A study of the basic concepts of the management process: planning, organizing, staffing, leading and controlling. Integrated with the concurrent first-term courses and using the case-study method, it creates opportunities for the students to develop analytical, problem-solving, teamwork and communications skills, by analysing and presenting solutions to typical business problems. Topics covered include: structuring organizations, decision making and an introduction to production, human resources, controlling and strategic and tactical planning. <b>Prerequisites:</b> ORGB 1100	2.0
<b>COMM 2200</b> Business Communication 2	This course provides further instruction and practice in the principles taught in COMM 1100. It concentrates on more sophisticated forms of written communication: the job application package, indirect correspondence, and reports. The course might also include modules on graphics, questionnaires, telephone techniques, and organizing and running meetings. <b>Prerequisites:</b> COMM 1100	4.0
<b>ECON 2200</b> Macroeconomics	Presents a challenging overview of the workings of an economy. Stresses measurement and determination of national economic activity, the role of monetary and fiscal policy, and the understanding of inflation, unemployment and growth in an international environment. Prepares students to weigh political and economic issues as they relate to their business ventures.	4.0
<b>FMGT 2100</b> Accounting 2	This course is the second of two designed to provide first year students with a general understanding of the nature, purpose and general procedures of accounting. The course examines notes and accounts receivables; capital assets; liabilities; partnerships; corporations and consolidations; international transactions; financial statement analysis; cash flow statements; manufacturing and job costing; and a review of the budget process and responsibility accounting. <b>Prerequisites:</b> FMGT 1100 or FMGT 1105	5.5
<b>HRMG 2150</b> Introduction to Human Resource Management*	Designed for persons interested in management and/or supervision. It develops an understanding of significant human resource management processes and systems utilized in today's business and government organizations. Employment-related legislation and current human resource management issues are surveyed. Topics cover human resource management processes with some emphasis on practical application of the techniques studied. <b>Prerequisites:</b> BUSA 2100 and ORGB 1100	2.5
<b>OPMT 1130</b> Business Statistics	Includes descriptive statistics, including numerical and graphical presentation of data, measures of central tendency and dispersion, elementary probability, index numbers and time series. Introduction to inferential statistics through selected topics	5.5

	such as sampling, confidence limits of the mean, hypotheses testing and simple linear regression. Spreadsheets are used for calculations	
<b>ORGB 1100</b> Organizational Behaviour*	Presents the study of factors that either influence or are influenced by people at work. The course will focus on macro factors such as organizational structure, technology and environment; group factors such as group dynamics, leadership, conflict, change and decision making; and micro or individual factors such as personality, attitudes, perception and motivation.	3.0
<b>TDMT 1353</b> International Business*	Introduces an understanding of the international operating environment. This course will scan the current global trading environment and provide base skills required by international firms to identify risk and analyse opportunities.	2.5

### Business Operations Management

Course Name	Description	BCIT
<b>BSYS 2060</b> Business Data Management 3*	This course provides an introduction to relational database management systems and the use of computer software to meet reporting and decision support needs within an organization. The student will use Microsoft Access to create data tables, build the table relationships, develop and modify custom screen forms, generate reports, and perform queries, while taking measures to ensure data validity, efficiency, and integrity. Subject to time available, additional topics will be included. <b>Prerequisites:</b> BSYS 1000 or BSYS 1005	2.0
<b>BUSA 2100</b> Principles of Management*	A study of the basic concepts of the management process: planning, organizing, staffing, leading and controlling. Integrated with the concurrent first-term courses and using the case-study method, it creates opportunities for the students to develop analytical, problem-solving, teamwork and communications skills, by analysing and presenting solutions to typical business problems. Topics covered include: structuring organizations, decision making and an introduction to production, human resources, controlling and strategic and tactical planning. <b>Prerequisites:</b> ORGB 1100	2.0
<b>COMM 2200</b> Business Communication 2	This course provides further instruction and practice in the principles taught in COMM 1100. It concentrates on more sophisticated forms of written communication: the job application package, indirect correspondence, and reports. The course might also include modules on graphics, questionnaires, telephone techniques, and organizing and running meetings. <b>Prerequisites:</b> COMM 1100	4.0
<b>ECON 2200</b> Macroeconomics	Presents a challenging overview of the workings of an economy. Stresses measurement and determination of national economic activity, the role of monetary and fiscal policy, and the understanding of inflation, unemployment and growth in an international environment. Prepares students to weigh political and economic issues as they relate to their business ventures.	4.0
<b>FMGT 2100</b> Accounting 2	This course is the second of two designed to provide first year students with a general understanding of the nature, purpose and general procedures of accounting. The course examines notes and accounts receivables; capital assets; liabilities; partnerships; corporations and consolidations; international transactions; financial statement analysis; cash flow statements; manufacturing and job costing; and a review of the budget process and responsibility accounting. <b>Prerequisites:</b> FMGT 1100 or FMGT 1105	5.5
<b>OPMT 1130</b> Business Statistics	Includes descriptive statistics, including numerical and graphical presentation of data, measures of central tendency and dispersion, elementary probability, index numbers and time series. Introduction to inferential statistics through selected topics	5.5

	such as sampling, confidence limits of the mean, hypotheses testing and simple linear regression. Spreadsheets are used for calculations	
<b>OPMT 2175</b> Process Improvement for Operations Management*	This course presents to Operations Management students a systematic approach to process and productivity improvement within a continuous process improvement context. An emphasis will be placed on team problem solving approaches and the development of teamwork skills. The student, working in learning teams, will apply various process improvement techniques within the Plan, Do, Check, Act (PDCA) cycle, such as Pareto's Law, activity sampling, process mapping, multiple activity charting, check sheets, histograms, Ishikawa diagrams, critical examination, creativity techniques, cost benefit analysis, multiple-criteria evaluation matrix and implementation strategies.	3.5
<b>OPMT 2340</b> Process Analysis and Design*	Students will learn and apply industry standard models and analysis techniques to determine user requirements and design effective information systems including their procurement. The course focuses on application of the techniques to realistic industry related materials and prepares the student to analyze and design or redesign workplace processes and systems.	2.5
<b>OPMT 2350</b> Supply Chain Management - Demand	This course introduces the student to the fundamentals of supply chain management and the interface between the end consumer and the flow of inventory through the supply chain. The materials are broken into two main sections, one dealing with inventory and one dealing with the logistics of the flow of materials from warehouses to consumers. Core inventory management concepts include reasons for having inventory, inventory management principles, selecting order quantities, timing of orders to minimize costs while optimizing customer service, practical tools to control inventory stock levels, and physical inventory management and control techniques. Core logistics concepts include diagramming the supply chain from end consumer upstream through to the warehouse and distribution level, the processes required to fulfill customer orders, the flow of physical products in the supply chain, product packaging and loading to protect inventory during transport, the impact of international logistics to the BC economy, the standard documents required in the international supply chain	5.5
<b>ORGB 1100</b> Organizational Behaviour*	Presents the study of factors that either influence or are influenced by people at work. The course will focus on macro factors such as organizational structure, technology and environment; group factors such as group dynamics, leadership, conflict, change and decision making; and micro or individual factors such as personality, attitudes, perception and motivation.	3.0

### Financial Management (All Options)

Course Name	Description	BCIT
<b>BLAW 3100 Business Law</b>	Presents a practical study of Canadian business law, including the legal and administrative systems, torts, contracts, sale of goods and consumer protection, secured transactions, employment, agency and business organizations. Participation in this course, taught by lawyers, prepares you to recognize and feel comfortable with the legal aspects of doing business.	4.0
<b>BSYS 2050</b> Business Data Analytics 2*	This course covers advanced Excel formulae, concepts, and applications using larger and more professional worksheets and focusses on the data modeling approach using Excel vs. the calculator approach. Topics include if-then modeling, built-in functions, charting, transferring data across applications, and using the built-in tools such as PivotTables, Sparklines, Slicers, PowerPivots, and macros. <b>Prerequisites:</b> BSYS 1000 or BSYS 1005	2.0
<b>BSYS 2060</b> Business Data Management 3*	This course provides an introduction to relational database management systems and the use of computer software to meet reporting and decision support needs within an organization. The student will use Microsoft Access to create data tables, build the table relationships, develop and modify custom screen forms, generate reports, and perform queries, while taking measures to ensure data validity, efficiency, and integrity. Subject to time available, additional topics will be included. <b>Prerequisites:</b> BSYS 1000 or BSYS 1005	2.0

<b>BUSA 2100</b> Principles of Management*	A study of the basic concepts of the management process: planning, organizing, staffing, leading and controlling. Integrated with the concurrent first-term courses and using the case-study method, it creates opportunities for the students to develop analytical, problem-solving, teamwork and communications skills, by analysing and presenting solutions to typical business problems. Topics covered include: structuring organizations, decision making and an introduction to production, human resources, controlling and strategic and tactical planning. <b>Prerequisites:</b> ORGB 1100	2.0
<b>COMM 2200</b> Business Communication 2	This course provides further instruction and practice in the principles taught in COMM 1100. It concentrates on more sophisticated forms of written communication: the job application package, indirect correspondence, and reports. The course might also include modules on graphics, questionnaires, telephone techniques, and organizing and running meetings. <b>Prerequisites:</b> COMM 1100	4.0
<b>ECON 2200</b> Macroeconomics	Presents a challenging overview of the workings of an economy. Stresses measurement and determination of national economic activity, the role of monetary and fiscal policy, and the understanding of inflation, unemployment and growth in an international environment. Prepares students to weigh political and economic issues as they relate to their business ventures.	4.0
<b>FMGT 2105</b> Accounting 2 for Financial Management	Continues from FMGT 1105. Topics include temporary investments; receivables, capital assets; liabilities; partnerships; corporations; bonds; statements of changes in financial position; financial statement analysis; manufacturing accounting; departmental accounting; cost-volume-profit analysis. <b>Prerequisite:</b> FMGT 1105 (or FMGT 1100 with 70 or better.)	6.5
<b>FMGT 2540</b> Working Capital Management*	Enables students to understand the relationships between current assets and current liabilities in different types of organizations, to appreciate the trade-offs inherent in a firm's working capital policy and to carry out a basic analysis of a firm's working capital management in comparison to others. <b>Prerequisites:</b> FMGT 1100 or FMGT 1105	2.5
<b>FMGT 2710</b> Computerized Accounting*	Teaches the Simply Accounting for Windows integrated package to students with an introductory financial accounting background. Students should have elementary PC skills. <b>Prerequisites:</b> FMGT 1100 or FMGT 1105 or FMGT 1152	2.0
<b>OPMT 1130</b> Business Statistics	Includes descriptive statistics, including numerical and graphical presentation of data, measures of central tendency and dispersion, elementary probability, index numbers and time series. Introduction to inferential statistics through selected topics such as sampling, confidence limits of the mean, hypotheses testing and simple linear regression. Spreadsheets are used for calculations	5.5



## International Business (All Options)

Course Name	Description	BCIT
<b>BSYS 2050</b> Business Data Analytics 2*	This course covers advanced Excel formulae, concepts, and applications using larger and more professional worksheets and focusses on the data modeling approach using Excel vs. the calculator approach. Topics include if-then modeling, built-in functions, charting, transferring data across applications, and using the built-in tools such as PivotTables, Sparklines, Slicers, PowerPivots, and macros. <b>Prerequisites:</b> BSYS 1000 or BSYS 1005	2.0
<b>BSYS 2060</b> Business Data Management 3*	This course provides an introduction to relational database management systems and the use of computer software to meet reporting and decision support needs within an organization. The student will use Microsoft Access to create data tables, build the table relationships, develop and modify custom screen forms, generate reports, and perform queries, while taking measures to ensure data validity, efficiency, and integrity. Subject to time available, additional topics will be included. <b>Prerequisites:</b> BSYS 1000 or BSYS 1005	2.0
<b>BUSA 2100</b> Principles of Management*	A study of the basic concepts of the management process: planning, organizing, staffing, leading and controlling. Integrated with the concurrent first-term courses and using the case-study method, it creates opportunities for the students to develop analytical, problem-solving, teamwork and communications skills, by analysing and presenting solutions to typical business problems. Topics covered include: structuring organizations, decision making and an introduction to production, human resources, controlling and strategic and tactical planning. <b>Prerequisites:</b> ORGB 1100	2.0
<b>COMM 2200</b> Business Communication 2	This course provides further instruction and practice in the principles taught in COMM 1100. It concentrates on more sophisticated forms of written communication: the job application package, indirect correspondence, and reports. The course might also include modules on graphics, questionnaires, telephone techniques, and organizing and running meetings. <b>Prerequisites:</b> COMM 1100	4.0
<b>ECON 2200</b> Macroeconomics	Presents a challenging overview of the workings of an economy. Stresses measurement and determination of national economic activity, the role of monetary and fiscal policy, and the understanding of inflation, unemployment and growth in an international environment. Prepares students to weigh political and economic issues as they relate to their business ventures.	4.0
<b>FMGT 2100</b> Accounting 2	This course is the second of two designed to provide first year students with a general understanding of the nature, purpose and general procedures of accounting. The course examines notes and accounts receivables; capital assets; liabilities; partnerships; corporations and consolidations; international transactions; financial statement analysis; cash flow statements; manufacturing and job costing; and a review of the budget process and responsibility accounting. <b>Prerequisites:</b> FMGT 1100 or FMGT 1105	5.5
<b>OPMT 1130</b> Business Statistics	Covers fundamental statistics used in business and industry. Topics include descriptive statistics, probability theory and major distributions, sampling, estimation, tests of hypotheses, correlation and linear regression. Calculation is done using spreadsheets.	5.5
<b>OPMT 1170</b> Project Management*	Introduces the fundamentals of project management. Includes the unique characteristics of projects and fundamentals of project planning using techniques such as WBS, Gantt charts, CPM, dealing with people and team issues, maintenance and control of projects using check points and milestones, communication, and common sources of difficulty in project management. Use of MS Project.	2.5

<b>ORGB 1100</b> Organizational Behaviour*	Presents the study of factors that either influence or are influenced by people at work. The course will focus on macro factors such as organizational structure, technology and environment; group factors such as group dynamics, leadership, conflict, change and decision making; and micro or individual factors such as personality, attitudes, perception and motivation.	3.0
<b>TDMT 1353</b> International Business*	Introduces an understanding of the international operating environment. This course will scan the current global trading environment and provide base skills required by international firms to identify risk and analyse opportunities.	2.5
<b>TDMT 1150</b> Transportation Systems (CITT)	Formerly Distribution 1. This course provides an overview of Canadian transportation modes (water, rail, road, air and pipelines), intermediate transportation agencies (including small transport and transportation brokering), domestic and international intermodal movements and warehousing and materials handling (including the use of unitization devices). Course fee includes the CITT exam.	3.0

### Marketing Management (All Options)

Course Name	Description	BCIT
<b>BSYS 2070 for MKTG</b> Business Information Systems 2*	Builds on the 1000 course by expanding on the managerial approach developed in that course. This course will concentrate on more complex spreadsheet management tasks using a popular spreadsheet package. <b>Prerequisites:</b> BSYS 1000	2.0
<b>BUSA 2100</b> Principles of Management*	A study of the basic concepts of the management process: planning, organizing, staffing, leading and controlling. Integrated with the concurrent first-term courses and using the case-study method, it creates opportunities for the students to develop analytical, problem-solving, teamwork and communications skills, by analysing and presenting solutions to typical business problems. Topics covered include: structuring organizations, decision making and an introduction to production, human resources, controlling and strategic and tactical planning. <b>Prerequisites:</b> ORGB 1100	2.0
<b>COMM 2200</b> Business Communication 2	This course provides further instruction and practice in the principles taught in COMM 1100. It concentrates on more sophisticated forms of written communication: the job application package, indirect correspondence, and reports. The course might also include modules on graphics, questionnaires, telephone techniques, and organizing and running meetings. <b>Prerequisites:</b> COMM 1100	4.0
<b>ECON 2200</b> Macroeconomics	Presents a challenging overview of the workings of an economy. Stresses measurement and determination of national economic activity, the role of monetary and fiscal policy, and the understanding of inflation, unemployment and growth in an international environment. Prepares students to weigh political and economic issues as they relate to their business ventures.	4.0
<b>FMGT 2152</b> Accounting for Managers	This course focuses on the context of accounting and the use of accounting information for decision making, planning, and control. It will examine how managers can utilize the tools of economics, forecasting, accounting/finance, and decision theory to aid in these critical decisions. The course will consider how differences and changes in the internal operating conditions and in the external political-economic environment can affect a manager's resource allocation decisions. Topics include incremental analysis, short- and long-run decision-making and financial analysis	5.5
<b>OPMT 1130</b> Business Statistics	Includes descriptive statistics, including numerical and graphical presentation of data, measures of central tendency and dispersion, elementary probability, index numbers and time series. Introduction to inferential statistics through selected topics such as sampling, confidence limits of the mean, hypotheses testing and simple linear regression. Spreadsheets are used for calculations	5.5

<b>MKTG 2202</b> Introduction to Marketing Communications	Presents an overview of promotional strategies: advertising, sales promotion, direct marketing, event marketing, publicity, trade shows, and public relations. Intended for those pursuing a concentrated marketing program. Examines those areas of promotion on the basis of where each fits in the promotional mix and when you should best use them. <b>Prerequisites:</b> MKTG 1102 and COMM 1100	4.0
<b>MKTG 2243</b> Sales Skills	Examines the fundamental skills and processes of professional selling. The focus is "needs based" selling in a business-to-business environment and also prepares the student for a range of life skills such as interviewing for jobs or "selling" ideas within a firm. The course concentration reflects the role of the sales person within any firm and the importance of customer interface as a primary method of providing customers with needed products or services as solutions to business problems and opportunities. Course activities include role-play and working in teams to develop, deliver and critique business-to-business presentations. This course forms a foundation for advanced study in working in teams to develop, deliver and critique business-to-business presentations. This course forms a foundation for advanced study in Relationship Sales. Negotiation and Sales Management courses. <b>Prerequisites:</b> MKTG 1102 and COMM 1100	4.0