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Bachelor of Commerce - Marketing

Honours Degree

Program Code: 22281

Campus: Lakeshore

Length: 8 semesters

Humber's Bachelor of Commerce – Marketing degree program gives you a comprehensive grounding in both general business knowledge and marketing skills.

Our program starts with a foundation of business studies in areas such as organizational behaviour, law, economics, finance and accounting.

You'll learn from professors recognized for their expertise and extensive industry contacts. The program curriculum, based on current industry trends, includes:

By graduation, you'll have developed a wide range of marketable skills including:

creating & presenting a strategic marketing plan

creating a strategic branding plan

conducting a product analysis

designing and implementing a consumer relationship management system

moving high-value prospects through the 6-step selling process

using marketing analytics to understand consumer behaviour

using social media and digital advertising for product promotion

Humber's project-based experiential learning curriculum means that you will take projects from idea to execution while working in the field.

The program requires that you complete 14 weeks/420 hours of a paid field experience in the summer between your sixth and seventh semesters.

Courses

Semester 1

ACCT 1000: Introductory Financial Accounting

BUS 1500: Business Information Systems

ECON 1000: Microeconomics

MKTG 1000: Marketing

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 2

BUS 1501: Business Communications

ECON 1500: Macroeconomics

HRM 2000: Human Resources Management

MGMT 1500: Organizational Behaviour

MKTG 1112: Marketing Statistics

Semester 3

MGMT 2500: Operations Management

MKTG 2112: Marketing Operations Research

MKTG 4002: Marketing Analytics 1

Select 2 from the following courses

DEGE: Degree Breadth Elective

Semester 4

BUS 2500: e-Commerce

MKTG 2500: Consumer Behaviour

MKTG 4552: Marketing Analytics 2

MKTG 4777: Marketing Ethics

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 5

BUS 3004: Business Career Development

MGMT 3000: Brand Management

MKTG 3003: Marketing Research Methods

MKTG 3004: Global Marketing Management

MKTG 4006: Marketing Communications

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 6

ACCT 3000: Introductory Management Accounting

MKTG 3503: Service Marketing

MKTG 3504: Sales and Retail Operations