



**FANSHAWE**  
LAWRENCE KINLIN  
SCHOOL OF BUSINESS

# HONOURS BACHELOR OF COMMERCE (DIGITAL MARKETING) PATHWAY

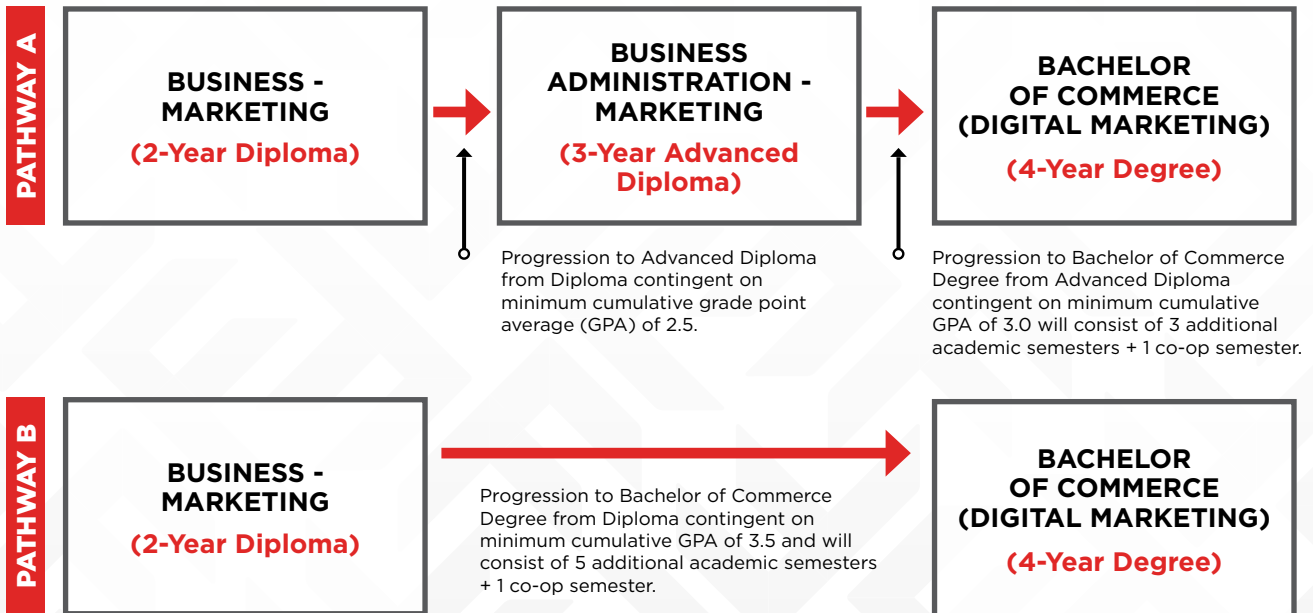
## Honours Bachelor of Commerce (Digital Marketing) Degree

Students will study core fundamentals of business including business strategy, management, human resources, accounting and leadership in addition to the specialized digital marketing courses, including brand management and media integration, analytics, strategic website management and search engine marketing.

This four-year, honours level degree includes a mandatory co-op work term between semesters 7 and 8. Students will be well prepared to write certification exams within the digital marketing field upon graduation. Graduates of this program will be prepared to assist in organizations in leveraging the exciting opportunities now available through online and other avenues for engaging customers and developing business relationships. Graduates may choose from careers in areas of marketing, digital marketing, direct marketing, communications, product marketing, customer relationship management, market analyst, search engine marketing/optimization, web analytics or entrepreneurial pursuits.

### Bachelor of Commerce (Digital Marketing) Degree Admission Requirements\*:

- ▶ Advanced Standing Entry — Semester 4 with an Ontario College Diploma (3.5 GPA) in Business–Marketing or Semester 6 with an Ontario College Advanced Diploma in Business Administration–Marketing (3.0 GPA)



For more information, please contact:

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## Pathway A:

### Business Administration – Marketing to Digital Marketing Degree\*

Level 6	Course Name
COMM-7021	Argumentation & Persuasion
COOP-1021	Co-op Employment Preparation
LIBS-7001	Ethics in a Global Context
MATH-7007	Math for Decision Making
MGMT-7008	Operations Management
MGMT-7011	Leaders & Leadership
ELECTIVE	Elective

Level 7	Course Name
FINA-7006	Financial Management
LAWS-7002	Business Law
MGMT-7042	Computational Thinking
MGMT-7007	Human Resources Management
MKTG-7011	Advanced Topics in Digital Marketing
ELECTIVE	Elective
ELECTIVE	Elective

Level 8	Course Name
ACCT-7004	Management Accounting
DEVL-7001	Career Development
MGMT-7039	Capstone Project
MGMT-7041	Strategic Management
MKTG-7012	Current Trends in Marketing & Management
ELECTIVE	Elective

\*For students transferring from other Ontario Colleges, some additional courses may be required. If you are transferring from an Ontario College other than Fanshawe College, you can search for transfer information at [ONTransfer.ca](http://ONTransfer.ca) or contact the program coordinator for details.

## Pathway B:

### Business – Marketing to Digital Marketing Degree\*

Level 4	Course Name
COMM-7021	Argumentation & Persuasion
LIBS-7001	Ethics in a Global Context
MATH-7007	Math for Decision Making
MGMT-7008	Operations Management
MGMT-7011	Leaders & Leadership
ELECTIVE	Elective

Level 5	Course Name
ACCT-7004	Management Accounting
FINA-7006	Financial Management
LAWS-7002	Business Law
MGMT-7042	Computational Thinking
MKTG-7003	Strategic Website Management

Level 6	Course Name
COOP-1021	Co-op Employment Preparation
MGMT-7016	Managing Programs & Projects
MKTG-7005	Search Engine Marketing
MKTG-7006	Customer Behaviour
SYST-7001	Business Information Systems
ELECTIVE	Elective

Level 7	Course Name
MGMT-7007	Human Resources Management
MKTG-7008	Marketing Metrics & Analysis
MKTG-7009	Managing Customer Relationships
MKTG-7011	Advanced Topics in Digital Marketing
ELECTIVE	Elective

Level 8	Course Name
DEVL-7001	Career Development
MGMT-7024	Global Strategy & eCommerce
MGMT-7039	Capstone Project
MGMT-7041	Strategic Management
MKTG-7012	Current Trends in Marketing & Management
ELECTIVE	Elective