

## PROGRAM PLANNING GUIDE

### RETAIL MARKETING CERTIFICATE TO BUSINESS ADMINISTRATION DIPLOMA

- **This guide is for planning purposes only.**
- **Course offerings, requirements, schedules, and programs can and do change regularly.**
- **Always check the online calendar for complete program requirements.**

YEAR 1	PREREQUISITE	GRADE	TERM TAKEN
BADM 101 Management			
BADM 106 Organizational Behaviour			
BADM 107 Business Law 1			
BMKT 161 Marketing	EDT = 100		
BMKT 262 Event Marketing			
BMKT 263 Professional Selling			
CMNS 152 Communication Skills for Retail Mktg			
RMCP 172 Retail Technology/Store Management I			
RMCP 173 Retail Finance/Store Management II	RMCP 172		
RMCP 181 Strategic Retail Buying			
YEAR 2	PREREQUISITE	GRADE	TERM TAKEN
ENGL 100 Academic Writing Strategies	EDT = 100 <sup>1</sup>		
BADM 102 Quantitative Methods	Math 11 (C Grade) or BTEC 115 (C+ Grade)		
BADM 201 Business Information Systems	30-credits		
BADM 204 Introduction to Strategic Management	30 credits & BFIN 241 (co-requisite)		
BADM 210 Business Statistics			
BFIN 141 Accounting			
BFIN 241 Finance for Managers	BFIN 141, BADM 102 & CMNS 220		
ECON 111 Principles of Microeconomic Theory			
Arts or Science Elective <sup>2</sup>			
Arts or Science Elective <sup>2</sup>			

# PROGRAM PLANNING GUIDE

## RETAIL MARKETING CERTIFICATE TO BUSINESS ADMINISTRATION DIPLOMA

### Notes to the planning guide:

1. Require EDT = 100 eligibility on English Diagnostic Test

2. Select from the Arts or Sciences disciplines:

#### Arts:

Humanities Division

Art History, Chinese, English, French, German, History, Japanese, Linguistics, Music\*\*,  
Philosophy, Spanish, Studio Art\*\*, Theatre\*\*.

Social Sciences Division

Anthropology, Criminology, Economics, Geography, Political Studies, Psychology,  
Sociology, Women's Studies.

#### Sciences:

Astronomy, Biology, Chemistry, Computing Science, Applied Sciences, Geology,  
Human Kinetics, Kinesiology, Mathematics and Statistics, Physics.

\*\*Some courses in the subjects listed may not carry transfer credit. Please check with the advisor.

### RETAIL MARKETING CAREER OPPORTUNITIES \*

- |  |                                       |                                  |
|--|---------------------------------------|----------------------------------|
| • Starting your own business           | • Manufacturer's Sales Representative | • Sales Manager                  |
| • Store Manager - independent or chain | • Manufacturer's Agent                | • Visual Presentation Specialist |
| • Department Manager                   | • Fashion Promotion                   | • Sales Promotion Manager        |
| • Wholesale Sales Representative       | • Marketing Research-Field Operator   |                                  |

\* While some of the above positions may be secured shortly after graduation, others will require more experience and/or education.

For 20 years, the School of Business at Capilano University has stressed a balanced combination of classroom learning and hands-on business education. All of our faculty have firsthand business experience and remain active in their specialties.

We continually review and update our programs according to market needs so that our graduates have the skills employers demand. A recent review of our programs by our Advisory Board, graduates, students and faculty led us to accentuate our training in problem-solving, written and verbal business presentations, and team work. This makes our graduates even more employable in today's highly competitive job market, and gives them the expertise to succeed in the work place of the future.

### Retail Marketing Certificate (30 Credits) to Business Administration Diploma (60 Credits)

After successfully completing the course requirements of the Retail Marketing Certificate program a student may continue to complete courses to obtain a Business Administration Diploma with a Retail Marketing option.

### Bachelor of Business Administration (120 credits)

The Business Administration Diploma with a Retail Marketing option ladders into the Bachelor of Business Administration. For information on the degree program, please refer to the website: [www.capbusiness.ca](http://www.capbusiness.ca)

### For more information:

Contact: Capilano School of Business  
Telephone: 604.984.4960  
e-mail: [busadmin@capilanou.ca](mailto:busadmin@capilanou.ca)

Fax: 604.984.1734

Web site: [www.capilanou.ca/business](http://www.capilanou.ca/business)