

# ROTMAN COMMERCE

## BCom Specialist in Management – Marketing

Students pursuing the Specialist in Management may choose to concentrate in one of five areas (maximum two): **international business, leadership in organizations, marketing, strategy, or innovation and entrepreneurship** [note that students do not have to pursue such a concentration and may continue to pursue the BCom with a *Specialist in Management* as outlined in the Arts & Science Calendar]. The requirements for each of the concentrations are explained separately. In all cases, students must fulfill all of the Specialist in Management requirements, in addition to the requirements for the concentration. Generally speaking, each concentration requires the completion of a specified set of RSM and non-RSM courses from the Faculty of Arts & Science.

Upon graduation, students may apply to Rotman Commerce for a certificate confirming that all of the requirements for their chosen concentration have been completed. Only the Management Specialist – not the concentration – will be noted on the student's official transcript. The degree granted will be the BCom.

### Marketing Concentration: Course Requirements and Guidance

1. Complete all of the requirements for the *Specialist in Management* as specified in the Arts & Science Calendar. **REQUIRED**

2. Complete five RSM H courses. **REQUIRED**

RSM Courses	
<u>Three</u> Required Courses:	Complete <u>Two</u> From:
<b>RSM251H</b> Marketing Management <b>RSM352H</b> Marketing Research <b>RSM353H</b> Consumer Behavior	<b>RSM412H</b> Sales and Channel Distribution Strategy (formerly <i>RSM415H</i> ) <b>RSM450H</b> Marketing and Behavioural Economics <b>RSM455H</b> Pricing <b>RSM456H</b> Big Data and Marketing Analytics (formerly <i>RSM411H</i> ) <b>RSM457H</b> Marketing Communication (formerly <i>RSM414H</i> ) <b>RSM458H</b> Branding Strategy <b>RSM459H</b> Business Design (formerly <i>RSM412H</i> )

### 3. Complete one communication skills course. REQUIRED

#### Communication Skills Courses

##### Complete One From:

**INI302H** Writing in Business and the Professions for Rotman Commerce students  
**ENG100H** Effective Writing  
**ENG110Y** Narrative  
**ENG205H** Rhetoric  
**TRN190Y** Critical Reading and Critical Writing  
**INI103H** Writing Essays  
**INI104H** Writing Reports  
**INI203Y** Foundations of Written Discourse  
**INI204Y** The Academic Writing Process  
**INI304H** Critical Thinking and Inquiry in Written Communication

**Note:** All courses used to satisfy the **REQUIRED** portions in each concentration of the Specialist in Management **must have a final grade** - the **Credit/No Credit option** may not be used.

### 4. Guidance for selecting Arts & Science courses. OPTIONAL

An understanding of human psychology and economic theory are critical for developing an advanced mastery of marketing, as is an understanding of sophisticated data analysis and statistical methods. Courses from a number of departments in the Faculty of Arts & Science can help you achieve this.

We strongly recommend that you take at least two half-courses courses from the Department of Psychology. Of particular interest are PSY220H (Introduction to Social Psychology) and PSY270H (Introduction to Cognitive Psychology), both of which have PSY100H as a prerequisite. Students who find that they are particularly interested in psychology may find that pursuing a minor in psychology is an excellent complement to their BCom specialist.

While the required economics courses for the BCom degree provide a strong foundation for students wishing to pursue a concentration in marketing, the following economics courses can be particularly useful: ECO310H (Empirical Industrial Organization) or, alternatively, ECO380H (Markets, Competition, and Strategy).

While your exposure to statistical methods in your RSM and ECO courses is strong, some students may nonetheless wish to consider pursuing additional studies in statistical and econometric methods. Note that students wishing to take elective courses in the statistics department should take the more advanced MAT and STA courses listed in the calendar's BCom program requirements as acceptable in lieu of MAT133Y and ECO220Y. Having completed those courses, students may find any of the 300-level courses offered by the Statistics department to be useful in furthering their understanding of statistical analysis.

There are many courses that could help you to broaden your understanding of the theoretical foundations as well as the social, cultural, and historical context of marketing. Specific courses that may be of interest are listed below, but other courses may better reflect your specific interests or career plans.

#### Courses in Computer Science

CSC108H Introduction to Computer Programming  
CSC120H Computer Science for the Sciences  
CSC148H Introduction to Computer Science  
CSC150H Accelerated Introduction to Computer Science  
CSC165H Mathematical Expression and Reasoning for Computer Science  
CSC200Y Economic and Social Networks: Models and Applications

CSC207H Software Design  
CSC260H Introduction to Scientific, Symbolic, and Graphical Computation  
CSC343H Introduction to Databases  
CSC350H Numerical Algebra and Optimization  
CSC351H Numerical Approximation, Integration, and Ordinary Differential Equations

Courses in Economics	
ECO310H Empirical Industrial Organization ECO310Y Industrial Organization and Public Policy ( <i>not offered in 2014-2015</i> )	ECO380H Managerial Economics I: Competitive Strategy ECO404H Topics in Managerial Economics ECO418H Empirical Applications of Economic Theory
Courses in Ethics	
PHL275H Introduction To Ethics PHL295H Business Ethics POL105Y Ethics and the Public Sphere POL200Y Political Theory: Visions of the Just/Good Society	TRN170Y Ethics and the Creative Imagination TRN171Y Ethics and the Public Sphere TRN303H Ethics and Society
Courses in Geography	
GGR252H Marketing Geography	
Courses in History	
HIS310H Histories of North American Consumer Culture HIS316H History of Advertising HIS374H American Consumerism - The Beginnings HIS471H United States and Globalization HIS484H The Car in North American History	HPS100H Introduction to History and Philosophy of Science HPS202H Technology and the Modern World HPS430H History of Technology I HPS431H History of Technology II
Courses in Psychology	
PSY100H Introductory Psychology PSY201H Statistics PSY220H Introduction to Social Psychology PSY230H Personality and its Transformation PSY270H Introduction to Cognitive Psychology PSY320H Social Psychology: Attitudes PSY321H Cross-Cultural Psychology PSY322H Intergroup Relations PSY326H Social Cognition PSY331H Social Psychology of Emotion	PSY337H Advanced Personality Psychology PSY370H Thinking and Reasoning PSY372H Human Memory PSY378H Engineering Psychology PSY389H Perception Laboratory PSY414H/314H Moral Development PSY473H/373H Social Cognitive Neuroscience PSY492H/392H Neurobiology of Learning and Memory PSY493H/393H Cognitive Neuroscience
Courses in Sociology	
SOC101Y Introduction to Sociology SOC200H Logic of Social Inquiry SOC303H Family Demography SOC304H Status Attainment	SOC355H Introduction to Social Network Analysis SOC356Y Technology and Society SOC382H Production and Consumption of Culture SOC483Y Culture and Cognition
Courses in Statistics/Econometrics	
ECO374H Applied Econometrics (for Commerce) ECO375H Applied Econometrics I ECO376H Applied Econometrics II ( <i>not offered in 2014-2015</i> ) STA302H Methods of Data Analysis I	STA303H Methods of Data Analysis II STA304H Surveys, Sampling and Observational Data STA305H Design and Analysis of Experiments