

## BCom Specialist in Management – Marketing Concentration

Students pursuing the Specialist in Management may choose to concentrate in one of five areas (maximum of 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 requirements for the Specialist in Management, 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 to receive a certificate confirming that all of the requirements for their chosen concentration have been completed. Note that 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

**Important:** Any courses taken towards satisfying the **MANDATORY** portions in each concentration of the Specialist in Management **must have a final grade** - the [Credit/No Credit option](#) may not be used.

1. Complete all of the requirements for the *Specialist in Management* as specified in the Arts & Science Calendar.
2. Complete **2.5 FCEs** worth of RSM courses to fulfill both requirements indicated below.

RSM Courses	
<b>1.5 FCEs of Required Courses:</b>	<b>Complete 1.0 FCE From:</b>
<b>RSM251H</b> Marketing Management <b>RSM352H</b> Marketing Research <b>RSM353H</b> Consumer Behavior	<b>RSM450H</b> Marketing and Behavioural Economics <b>RSM454H</b> (formerly RSM412H/415H) Sales and Distribution Strategy <b>RSM455H</b> Pricing <b>RSM456H</b> (formerly RSM411H) Big Data and Marketing Analytics <b>RSM457H</b> (formerly RSM414H) Strategic Marketing Communication <b>RSM458H</b> Branding Strategy <b>RSM459H</b> (formerly RSM412H) Business Design

3. Complete **one** communication skills course as indicated below

Communication Skills Courses ^
<p><b>Complete One Course From:</b></p> <p><b>INI302H</b> Writing in Business and the Professions for Rotman Commerce students  <b>ENG100H</b> Effective Writing  <b>ENG110Y</b> Narrative  <b>ENG205H</b> Rhetoric  <b>TRN190Y</b> Critical Reading and Critical Writing  <b>INI103H</b> Writing Essays  <b>INI104H</b> Writing Reports  <b>INI203Y</b> Foundations of Written Discourse  <b>INI204Y</b> The Academic Writing Process  <b>INI304H</b> Critical Thinking and Inquiry in Written Communication</p> <p><i>^ Note: University-level courses are required. Transfer credits granted as a result of high school studies cannot be used to fulfill this requirement.</i></p>

**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	
<p><b>CSC108H</b> Introduction to Computer Programming  <b>CSC120H</b> Computer Science for the Sciences  <b>CSC148H</b> Introduction to Computer Science  <b>CSC150H</b> Accelerated Introduction to Computer Science  <b>CSC165H</b> Mathematical Expression and Reasoning for Computer Science</p>	<p><b>CSC207H</b> Software Design  <b>CSC260H</b> Introduction to Scientific, Symbolic, and Graphical Computation  <b>CSC343H</b> Introduction to Databases  <b>CSC350H</b> Numerical Algebra and Optimization</p>

<b>CSC200Y</b> Economic and Social Networks: Models and Applications	<b>CSC351H</b> Numerical Approximation, Integration, and Ordinary Differential Equations
<b>Courses in Economics</b>	
<b>ECO310H</b> Empirical Industrial Organization <b>ECO380H</b> Markets, Competition, and Strategy	<b>ECO404H</b> Topics in Managerial Economics <b>ECO418H</b> Empirical Applications of Economic Theory
<b>Courses in Ethics</b>	
<b>PHL275H</b> Introduction To Ethics <b>PHL295H</b> Business Ethics <b>POL105Y</b> Ethics and the Public Sphere <b>POL200Y</b> Political Theory: Visions of the Just/Good Society	<b>TRN170Y</b> Ethics and the Creative Imagination <b>TRN171Y</b> Ethics and the Public Sphere <b>TRN303H</b> Ethics and Society
<b>Courses in Geography</b>	
<b>GGR252H</b> Marketing Geography	
<b>Courses in History</b>	
<b>HIS310H</b> Histories of North American Consumer Culture <b>HIS316H</b> History of Advertising <b>HIS374H</b> American Consumerism - The Beginnings <b>HIS471H</b> United States and Globalization <b>HIS484H</b> The Car in North American History	<b>HPS100H</b> Introduction to History and Philosophy of Science <b>HPS202H</b> Technology and the Modern World <b>HPS430H</b> History of Technology I <b>HPS431H</b> History of Technology II
<b>Courses in Psychology</b>	
<b>PSY100H</b> Introductory Psychology <b>PSY201H</b> Statistics I <b>PSY220H</b> Introduction to Social Psychology <b>PSY230H</b> Personality and its Transformations <b>PSY270H</b> Introduction to Cognitive Psychology <b>PSY320H</b> Social Psychology: Attitudes <b>PSY321H</b> Cross-Cultural Psychology <b>PSY322H</b> Intergroup Relations <b>PSY326H</b> Social Cognition <b>PSY331H</b> Social Psychology of Emotion	<b>PSY337H</b> Advanced Personality Psychology <b>PSY370H</b> Thinking and Reasoning <b>PSY372H</b> Human Memory <b>PSY378H</b> Engineering Psychology <b>PSY389H</b> Perception Laboratory <b>PSY414H</b> Moral Development <b>PSY473H</b> Social Cognitive Neuroscience <b>PSY492H</b> Neurobiology of Learning and Memory <b>PSY493H</b> Cognitive Neuroscience
<b>Courses in Sociology</b>	
<b>SOC101Y</b> Introduction to Sociology <b>SOC200H</b> Logic of Social Inquiry <b>SOC303H</b> Family Demography <b>SOC304H</b> Status Attainment	<b>SOC355H</b> Introduction to Social Network Analysis <b>SOC356H</b> Technology and Society <b>SOC382H</b> Production and Consumption of Culture <b>SOC483H</b> Culture and Cognition
<b>Courses in Statistics/Econometrics</b>	
<b>ECO374H</b> Applied Econometrics (for Commerce) <b>ECO375H</b> Applied Econometrics I <b>ECO475H</b> Applied Econometrics II <b>STA302H</b> Methods of Data Analysis I	<b>STA303H</b> Methods of Data Analysis II <b>STA304H</b> Surveys, Sampling and Observational Data <b>STA305H</b> Design of Scientific Studies