Haskayne School of Business

MARKETING

Bachelor of Commerce (BComm)

Marketing involves the integration of a number of essential strategic business activities: consumer needs assessment, marketing research, sales forecasting, competitive intelligence, product management, new product development, pricing, distribution, event coordination, trade shows, integrated marketing communications, and strategic market planning. You’ll complete formal presentations, group projects and various case studies during the course of your degree.

Did You Know?

The Haskayne School of Business offers five year combined degree programs in BComm/BKin (Kinesiology), BComm/BA or BSc (Arts) or BComm/BSc (Actuarial Science or Computer Science).

Awards

CHRISTINE YOUNG MEMORIAL BURSARY IN BUSINESS - UP TO $5,000

CHANCELLOR’S CLUB SCHOLARSHIP - UP TO $10,000 (RENEWABLE)

Job Titles

BRAND REPRESENTATIVE

MARKET RESEARCH ANALYST

SOCIAL MEDIA COORDINATOR

Student Clubs

ALLIANCES IN MARKETING

SPORTS MANAGEMENT SOCIETY

As part of the UCalgary solar car team, I was involved in the fundraising for two separate solar car projects where we designed, built and raced each car in the World Solar Challenge in Australia. This multidisciplinary project provided me with the practical skills and experience that nurtured my interest for sustainable technology, and led me to a career in the energy sector.

Dan C., BComm'13

Do You Know?

Visit ucalgary.ca/future-students/undergraduate/explore-programs

Select your program

Select your type of admission (high school or transfer)

Choose the location of your high school

View Program Requirements

Sample First-Year Courses

Principles of Microeconomics (ECON 201)

Principles of Macroeconomics (ECON 203)

Junior English

Introduction to Business Analytics (MGST 217)

Introductory Calculus (MATH 249) or University Calculus I (MATH 265)

Introduction to Statistics I (STAT 213)

Introduction to Business Skills (SGMA 217)

In addition to the seven courses above, you may take three additional courses. Visit ucalgary.ca/pubs/calendar/current/ha-4-1-1.html for details. Transfer students should contact the Haskayne Undergraduate office for a transfer specific program plan.