

Diploma in Marketing Management

Course Planning Guide – Summer 2025

Listed below are the courses required for Diploma in Marketing Management. The Diploma in Marketing Management requires a minimum 2.0 CGPA for graduation.

Students who intend to pursue the BBA Marketing Management program at Langara are encouraged to register the courses below for the first two years of the BBA. Admission into the BBA program requires a minimum 2.33 CGPA.

*Denotes bridging course for BBA: Marketing Management program. For graduation from the BBA program, all bridging courses must be completed with minimum "C" grades. However, it is not required to complete bridging courses before admission into the BBA program.

**Courses are usually offered during terms indicated; however, the schedule is subject to change. Please email academicadvising@langara.ca if you have questions.

Course	Prerequisites (min "C-" unless otherwise noted)	Offered**
BCAP 1200* Business Computer Applications I	None Recommended 1st term course	every term
BUSM 1100* Introduction to Business in Canada	None Highly recommended 1st term course	every term
BUSM 1285 Business Law	ENGLISH ¹	every term
BUSM 1500 Business Presentation Skills	None Recommended 1st year course	every term
BUSM 2200 Organizational Behaviour	ENGLISH ¹	every term
CMNS 1118* Written Communications	Contact English department for current prerequisites: english@langara.ca	every term
ECON 1220 or 1221* Microeconomics OR Macroeconomics	None	every term
ENGL 1223* or 1127* or 1128* Introduction to Academic Writing OR Essay Writing & Short Prose OR Short Prose Selections & Composition	Contact English department for current prerequisites: english@langara.ca	ENGL 1123: every term ENGL 1127: Discontinued ENGL 1128: Discontinued
FMGT 1116 or 2293* Accounting for Managers OR Financial Accounting Overview	FMGT 1116: none FMGT 2293: ENGLISH ¹ Recommended 1 st year course	every term
MARK 1115* Introduction to Marketing	None Recommended 1st term course	every term
MARK 1200 or MARK 2500 Selling Skills OR Selling Skills & Communications	MARK 1200: MARK 1115 MARK 2500: MARK 1115	MARK 1200: Spring & Fall MARK 2500: Discontinued
MARK 2000 E-Commerce and Distribution	ENGLISH ¹ MARK 1115	Fall and Spring
MARK 2100* Marketing Research	ENGLISH ¹ A minimum grade of 'C' in one of STAT 1123, 1124, or 1181	every term
MARK 2400* Integrated Marketing Communications	ENGLISH ¹ MARK 1115	every term
MARK 2430* Marketing Strategy	Completion of 30 credits including MARK 1115 and CMNS 1118 with a minimum "C"	Fall and Spring
MATH 1118* or 1119* Mathematics of Finance OR Mathematics of Business Affairs (MATH 1171 or 1174 may be used as a substitute)	MATH 1118: Minimum "C" grade in Precalculus 11 or Foundations of Mathematics 12; or an "S" grade in MATH 1101; or permission of the department based on the MDT process (MDT 059). MATH 1119: None. See Math department website for recommended background. *MATH prerequisites are valid for only three years.	Fall and Spring Confirm course scheduling with: math.stat.info@langara.ca

Course	Prerequisites/Notes	Offered**
STAT 1123* or 1124* or 1181* Basic Probability & Statistics for Business OR Statistical Methods I OR Descriptive and Elementary Inferential Statistics	STAT 1123: None. See Statistics department website for recommended background. STAT 1124: A minimum "C" grade in Foundations of Mathematics 11, Precalculus 11, Foundations of Mathematics 12, or Precalculus 12; an "S" grade in MATH 1150; or MDT 053. STAT 1181: MATH 1153, 1171, 1173, 1174, 1175 with a "C-" grade or higher or equivalent (may be taken concurrently). *STAT Prerequisites are valid for only three years.	every term Confirm course scheduling with: math.stat.info@langara.ca
ELECTIVE (1 course/3 credits) Business	Course must be selected from: Any BCAP course (except BCAP 0012 and BCAP 1112), any BUSM course (except BUSM 2300), any INTB course, any FMGT course, or any MARK course.	
ELECTIVES (2 courses/6 credits) University Transfer	Courses must be selected from a subject area other than BCAP, BUSM, COOP, EXPE, FMGT, INTB or MARK that has assigned or unassigned transfer credit at UBC, SFU, UVic or UNBC.	

Students who are intending to participate in the Co-op Program are required to complete:

EXPE 2300 Employment Strategies for Current Labour Markets	ENGLISH ¹	every term
COOP 2301 Co-operative Work Placement I	Contact Co-op Department for eligibility and options: coop@langara.ca	every term

Note: EXPE 2300 cannot be used to meet elective requirements. Participation in the Co-op program is optional for Diploma students.

English Prerequisite

¹ One of the following: a minimum 67% in English Studies 12, Literary Studies 12, English First Peoples 12, or equivalent; a university-level English or communications course for which Langara awards transfer credit; or a minimum "C" grade in ENGL 1120; or a minimum "C-" grade in ENGL 1121; or an "S" grade in ENGL 1107, 1108, or 1110; or LET with a minimum Level 3; or LEAP 8; or LPI with a minimum 26 on the essay and one of 5 in English usage, 5 in sentence structure, or 10 in reading comprehension.

Note: This guide is for course planning purposes only; the course and program information included here is subject to change. Students are responsible for confirming prerequisites and scheduled offerings for their courses. Students are reminded to follow the curriculum in place as of their program start date (catalogue term). Students can confirm their catalogue term by contacting the Graduation Department at gradeval@langara.ca. The graduation department is the only department at Langara that can confirm when graduation requirements have been met.

Students pursuing the BBA program are encouraged to contact program advising at academicadvising@langara.ca.

For more information on School of Management programs or your course planning, please visit langara.ca/lsm or email program advising at academicadvising@langara.ca.