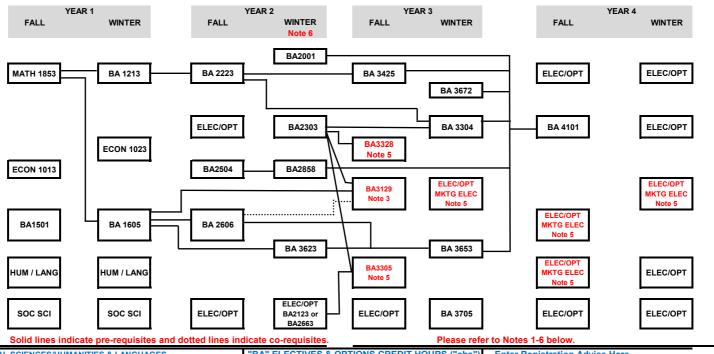
## LEXT.TREAT UNIVERSITY OF NEW BRUNSWI

## Bachelor of Business Administration with a Marketing Major (BBA MKTG Major)

## Academic Year: 2025/2026



SOCIAL SCIENCES/HUMANITIES & LANGUAGES					"BA" ELECTIVES & OPTIONS CREDIT HOURS ("chs")				Enter Registration Advice Here		
									1st Year	2nd Year	
REQUIRED	Social S	ciences Includ	е		18 chrs Required		33 chs Option Courses	L	Fall term Winter term	Fall term Winter term	
6 chs Social Sciences	COMS	Communica		Business		(See Note 1 below)	71				
	GEND	Gender Stud	dies		Electives			١,١			
	GEOG	Geography					TANT!				
6chs	INDG	Indigenous	Studies		BA/ECON		!IMPORTANT!		\		
	POLS	Politics			BA/ECON		in distering course	, כ			
REQUIRED	PSYC	Psychology			BA/ECON	205	ore region UNB Con W	ith			
6 chs Humanities &	socs	Social Science			BA/ECON	Be.	! IMPORTANT! ore registering for any ore registering for any ore registering for any one or non-UNB courses the or non-UNB confirm the faculty to confirm the faculty to program		3rd Year	4th Year	
Languages	SOCI	Sociology			BA/ECON					Fall term Winter term	
	Humanities & Languages Include				BA/ECON	cts	tine of Novald checking dents should checking the Faculty to confirm the Faculty and program	ı m			
	CLAS	Classics	HUM	Humanities	18chs	۰٬۱۳	the Facound progra	_			
6chs	ENGL	English	LAT	Latin		7	"bility and				
	FR	French	SPAN	Spanish		1 (	eligibility				
	GER	German	PHIL	Philosophy		1_	33chs				
	HIST	History	UNIV	Univ. Skills			-				

Note 1: 33 credit hours (chs) of option courses are required for the BBA degree. Of the total 33 chs, a maximum of 18 chs can be Business or Economics courses (ie courses starting with "BA" or "ECON") and a maximum of 12 chs can be courses in other disciplines that are at the introductory level (1000 level)

Note 2: To count toward the BBA degree, a minimum grade of "C" is required for all courses except option courses. A minimum grade of "D" is sufficient for option courses to count toward the BBA.

Note 3: Prerequisites for BA3129 are: BA1605 PLUS one of BA2303, BA2858 PLUS co-requisite BA2606 (meaning BA2606 may be taken before or with BA3129).

Note 4: Red font within the flowchart indicates Marketing major courses; to be awarded the MKTG major, a minimum grade of "C" and an overall "B" average is required for these courses.

Note 5: A total of 21 credit hours are required for the Marketing major; 9 credit hours of compulsory courses (BA3305, BA3328, BA3129) & 12 credit hours of Marketing electives which can be chosen as follows:
i) earn a grade of C or higher in four of the following business and non-business elective courses. A minimum of two courses must be from the busienss electives:

Business electives: BA2501, BA2611, BA3123, BA3134, BA3301, BA3339, BA3371, BA3661, BA4107 or BA108, BA4193, BA4303, BA4334, BA4398. Note: Students may count only BA4107 OR BA4108 toward the Marketing Major, not both.

Non-business electives: COMS2119, FR3203, PHIL3153, PSYC2693, PSYC3883, PSYC3401, PSYC3412, PSYC3493, PSYC3503, SOCI3214, SOCI3517 or other course(s) as approved by the Faculty of Business.

Note 6: Students should declare their major(s) in their second year. As programs and course are subject to change, please consult with the Faculty of Business' Academic Advisor at sjadvising@unb.ca or book an advising appointment at https://outlook.office365.com/owa/calendar/Advisors@unbcloud.onmicrosoft.com/bookings/

**Updated May 2025**