

Business Administration: Marketing Concentration

Hello,

Greetings from NSCC Lunenburg Campus! Students in second year Business Administration are required to take two electives each semester in addition to the four required courses. Since you have chosen Marketing as your concentration, your **required** classes in each semester are:

<u>Fall Semester - Course Title</u>	<u>Course Code</u>	<u>Winter Semester - Course Title</u>	<u>Course Code</u>
Communications: Workplace Applications	COMM 2215	Strategic Internet Marketing	EBIZ 2020
Professional Selling	MKTG 2015	Contemporary Business Issues	BUSI 3005
Marketing Research	MKTG 3111	Marketing Management (2.0 credits)	MKTG 4001
Integrated Marketing Communications	MKTG 3040	Professional Sales Management	MKTG 3015

This fall, we have **three on-campus** offerings you may select to fill your **two** elective requirements. These subjects fit your fall semester schedule.

- 'New Ventures' (BUSI 2005, Class # 3645). The course outline provides initial details. **OR** 'Managing Your Personal Finances' (FINA 1311, Class # 2861). The course outline shares initial details. These two courses are blocked at the same time. You may select one.
- 'Spreadsheets II' (COMP 3111, Class # 2637).

Or, fall semester **online** offerings may interest you! Details, including a list of available fall semester online topics and 'what to expect' from an online learning environment, can be provided through Richard Grandy (Assistant Registrar).

Please be aware, you will be **automatically** enrolled in your four **required** courses. When you have decided upon your **two** fall semester electives, or, if you'd like details on online offerings, please contact Richard Grandy at 902-543-0621, or, email richard.grandy@nsc.ca. If he is unavailable, please connect with Student Services Administration at 902-543-2295.

While I encourage you to review other elements of the 'summer communications' packet posted at www.nscclunenburg.ca, please be aware that all students are to have their financial records addressed with Campus Finance on, or, before **August 4**. For questions on student finances, please contact 902-543-4608.

As outlined on our campus website, and also main college website, second year students return to studies **September 6**. We traditionally hold a welcome back breakfast, and brief orientation to uptake students from all program areas about changes made this summer; we look forward to seeing you there.

To prepare you for success, please be aware that winter semester electives will be reviewed with you late in the fall semester; and, that all graduates require a portfolio and work experience placement.

Thank you for choosing the Marketing concentration; I wish you success in 2017-18.

Sincerely,

Susan Sanford, Academic Chair
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