

BUSINESS ADMINISTRATION DIPLOMA – MARKETING MAJOR
DONALD SCHOOL OF BUSINESS, SCIENCE AND TECHNOLOGY

UPDATED: April 2022

As this program is suspended, current students will be permitted to complete their program by June 2025. If any current students are unable to complete by the specified date, they will have the option of transitioning into the new [Business Diploma](#) program.

You are responsible for ensuring that your registration is complete and appropriate and that your course choices comply with the program to which you have been admitted at Red Deer Polytechnic and/or to the university to which you wish to transfer (if applicable). You are cautioned that any changes to your courses, your major or your transfer destination may adversely affect your transferable credit (if applicable), admission requirements for future programs, or eligibility to graduate from Red Deer Polytechnic. Please consult with an Advisor if you have any questions.

Students in university transfer programs are strongly advised to refer to the calendar of the university to which they wish to transfer and should contact appropriate university departments as required.

ADMISSION REQUIREMENTS AND PROGRAM DESCRIPTION

- See the [Academic Calendar](#)

WHAT IS THIS GUIDE?

- This is an Academic Planning Guide, prepared by the Student Connect Centre to help you register for courses towards your desired program.
- If you are transferring to another institution to complete your program, we strongly advise that you read the Academic Calendar of your destination institution for full information.

GRADUATION REQUIREMENTS:

- You must pass all courses, complete at least 60 credits and 20 courses, and achieve a minimum cumulative GPA of 2.00.

WHAT IS A TERM? TERMS ARE THE PERIOD IN WHICH YOUR STUDIES TAKE PLACE. AT RDP, WE OFFER FOUR TERMS.

- Fall term (September through December)
- Winter Term (January through April)
- Spring term (May through June): Spring term is an optional, condensed term. Course offerings are limited.
- Summer Term (July through August): Summer term is an optional, condensed term. Course offerings are limited.

HOW MANY COURSES SHOULD I TAKE A TERM?

- The maximum number of courses you can take in the Fall or Winter terms is 5 courses and 2 courses in the Spring (optional).
- To complete your program in two years, you would need to take the maximum number of courses per term (5 courses in the Fall and 5 courses

in the Winter), or 10 course per year. Some students will complete 10 courses in a year by taking 4 courses in the Fall, 4 courses in the Winter, and 2 courses in the Spring (or a combination thereof).

- We encourage you to find the best course load for you to be successful in your courses and your program!
- When determining your course load keep your funding in mind, if applicable. For course load requirements for funding purposes, please visit www.rdpolytech.ca/psfunding.
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WHAT HAPPENS IF I TAKE LESS THAN 10 COURSES A YEAR?

- You may need an extra term or year to complete your program.

WHAT IF I COMPLETED COURSES AT ANOTHER POST-SECONDARY INSTITUTION?

Once you are admitted to RDP, you can then apply to have your post-secondary courses assessed for transfer credit through our [Recognition of Prior Learning Office](#). Once admitted to RDP you can complete an [RPL application form](#), provide the Polytechnic Assessors with any and all transcripts, course outlines/descriptions, or other documentation necessary to support your PLAR application.

NOTE: To qualify for a Red Deer Polytechnic program credential, students must complete at least 50% of the credit requirements for the credential through enrolment in RDP courses.

REGISTRATION AND PROGRAM AUDIT

- Refer to the **Registration** tab on your Loop account to view **Registration Tips and Tricks** for information on:
 - Registering in classes
 - Waitlisting
 - Checking Prerequisites and Corequisites
 - Viewing Your Schedule
 - And much more!
- You can also see for yourself exactly which criteria each course will meet, by using Grad Tracker. To access this, log in to the Loop and select Online Services→Student Services→Grad Tracker.
- After you have completed your registration, if you would like an advisor to review your registration please submit a [Registration Review Form](#).

SUGGESTED COURSE SEQUENCE AND/OR GRADUATION CHECKLIST (UNOFFICIAL)

We are currently in the process of re-numbering our courses. In the 2022 – 2023 academic year you'll see that some courses on the timetable have the new course numbering while others have the old course numbering.

YEAR 1 COURSES				
NEW COURSE NUMBERING	OLD COURSE NUMBERING		COMMENTS	DONE
ACCT 1001	ACCT 102 (4 Credits)	Introductory Financial Accounting I	If you take ACCT 202 as replacement coursework for ACCT 102 and ACCT 103, you MUST complete an additional Open Option to meet graduation requirements for the Diploma and eligibility for the BBA.	
ACCT 2001	ACCT 103 (4 Credits)	Introductory Accounting II		
BUS 2110	BADM 110 (3 Credits)	Introduction to Management		

FINS 1150	FINS 150 (3 Credits)	Personal Finance		
MKT 1132	BADM 132 (3 Credits)	Introduction to Marketing		
BUS 1210	BADM 210 (3 Credits)	Business Technology I	Students should have basic keyboarding, file management, and email skills before registering for BADM 210	
BUS 1010	BUS 303 (3 Credits)	Introduction to Organizational Behaviour		
COMM 250	COMM 250 (3 Credits)	Business and Workplace Writing	Prerequisite for COMM 250: 60% in ELA 30-1 or COMM 150. COMM 150 is NOT accepted for credit as a Business Option in the Business Certificate or Business Diploma. Students who need to take COMM 150 may not be able to complete their program in two years.	
ECON 1100	ECON 100 (3 Credits)	Introduction to Business Microeconomics	Credit will be given if completed ECON 201	
ECON 1101	ECON 101 (3 Credits)	Introduction to Business Macroeconomics	Credit will be given if completed ECON 202	

YEAR 2 COURSES

NEW COURSE NUMBERING	OLD COURSE NUMBERING	COMMENTS	DONE	
ACCT 2010	ACCT 204 or ACCT 104 (3 Credits)	Managerial Accounting	ACCT 204 is required if pursuing either a Business Degree or Designation	
BUS 2306	BADM 111 (3 Credits)	Introduction to Statistics	Credit will be given if completed BUS 306	
	BADM 241 (3 Credits)	Marketing Communications		
MKT 2242	BADM 242 (3 Credits)	Marketing Research		
	BADM 270 (3 Credits)	Business Integration	CANNOT TAKE THIS COURSE UNTIL ALL FIRST YEAR COURSES ARE COMPLETED Co-requisite or prerequisite: BADM 260 or BUS 310 Can be replaced with BADM 290 – reach out to the instructor for more information	
HRM 1281	BADM 281 (3 Credits)	Human Resource Management		
FNCE 2310	BUS 310 or BADM 260 (3 Credits)	Introduction to Finance or Introduction to Corporate Finance	Take BUS 310 if pursuing a Business Degree at another institution It is strongly recommended that students complete ACCT 202 and FINS 150 before registering in BUS 310.	

BUS 2311	BUS 311 (3 Credits)	Legal Foundations of the Canadian Economy		
	Business Option		Recommended Business Option: BADM 204, 240, 249, 251	
	Open Option		Choose an approved 3 credit College Level Non-Business Option or a Business Option from the list below	

IMPORTANT NOTES

- Please be aware that although courses may be accepted as equivalent to meet program requirements, course content may not be the same. Students may receive credit for only one of each equivalency.
- BADM 107, BADM 170, BUS 358, CMPT 170, or CMPT 261 may **NOT** be used as options.

BUSINESS OPTIONS (Check RDP Timetable for Prerequisites and Delivery in this Academic Year)

ACCT 205	ACCT 214	BADM 235	BADM 251	BADM 262	FINS 286
ACCT 206	BADM 204	BADM 238	BADM 253	BADM 280	BUS 201
ACCT 209	BADM 211	BADM 240	BADM 254	BADM 285	BUS 305
ACCT 210	BADM 232	BADM 243	BADM 256	BADM 290	BUS 307
ACCT 211	BADM 233	BADM 247	BADM 258	BADM 320	FINS 281 or FINS 250
ACCT 212	BADM 234	BADM 249	BADM 261	BADM 321	FINS 282 or FINS 251

Students intending to transfer to another institution: When choosing options, you are strongly advised to refer to the calendar of the university to which you wish to transfer and should contact appropriate university departments as required.

TRANSFER INFORMATION

Complete your Business Degree at RDP – Beginning Fall 2023 we will be offering our own Bachelor of Business Administration program!

CONTACT INFORMATION AND HELPFUL RESOURCES

Red Deer Polytechnic Student Connect Centre	studentconnect@rdpolytech.ca www.rdpolytech.ca/SCC 403.342.3254
Red Deer Polytechnic website	rdpolytech.ca
Transfer Alberta Guide	transferalberta.alberta.ca