

KEY INFORMATION FOR STUDENTS

SUMMARY FOR JAC BUSINESS ADMINISTRATION – MARKETING (410.Do) STUDENTS WHO ARE PLANNING ON APPLYING TO CONCORDIA UNIVERSITY JMSB

The entente applies to 410.Do students applying into BComm or BAdmin programs at Concordia University

Students will be granted exemptions from specific pre-requisite courses, and up to 15 credits of advanced standing in their chosen JMSB program.

- If you take **math** classes (i.e., cal1 / linear) at JAC, you must have a 25.5 CRC score in order to be admitted into the JMSB programs. If done, exemptions include:
 - MATH208 – Fundamental Math 1
 - MATH209 – Fundamental Math 2

NB It is **strongly recommended** that you speak with a JAC academic advisor before registering for any JAC math courses.

- Specific course **exemptions** include:
 - Fundamentals of information technology (BTM200)
 - Need a 75% average in BCA1 & BCA2 in order to qualify
 - Introduction to Macro Economics (ECON203)
Need a 75% average in Economics for business in order to qualify

- The courses you may receive **advanced standing** for include:
 - COMM223 – Marketing Management 1 (3 credits)
 - MARK302 – Marketing Research
 - 6 additional credits for other marketing electives

In order to qualify for advanced standing in these course, you need 75% in the following 12 courses at JAC:

- Intro to Marketing, International Marketing, Marketing Research₁, Marketing Research₂, Consumer Behaviour, Integrated Marketing Communications, Internet Marketing, Sales Management & Customer Service, and the advanced topics in marketing courses
- You may also receive **advanced standing** from COMM210 – Contemporary Business Thinking if the following conditions are met:
 - Average of 75% in the following 3 courses: Intro to business, Business Communications & Negotiations, & Business Case Analysis