



## Direct Entry Marketing Management

Entry into **Level 2** (January) or **Level 3** (September) is possible when space is available. Acceptance into [direct entry](#) is dependent on many factors: seat availability, meeting course equivalencies, department approval, competitiveness and application and document submission with sufficient time for review. Official transcripts are required.

**Entry into Level 2** - January, half-way through the first year:

- Application processing opens on February 1<sup>st</sup>\* of the year preceding entry date

**Entry into Level 3** - September, the start of the second year:

- Application processing opens on November 1<sup>st</sup>\* of the year preceding entry date

\*or next business day

**Note:** Successful completion of entrance requirements does not guarantee acceptance into this program. If the number of applications exceeds available seats, BCIT will select those applicants deemed to have the best opportunity for success.

### Option 1: Applicants who DO NOT have a Degree or Diploma (Level 2 or 3)

- Meet all general entrance requirements (excluding Math 11) for this program:
  - [Marketing Management \(Entrepreneurship Option\)](#)
  - [Marketing Management \(Marketing Communications Option\)](#)
  - [Marketing Management \(Professional Real Estate Option\)](#)
  - [Marketing Management \(Professional Sales Option\)](#)
  - [Marketing Management \(Tourism Management Option\)](#)

#### Level 2:

Complete or show proof of equivalents to all **level 1** courses and complete the [Course-by-Course Self-Assessment](#) form and attach to your application.

Full-time Course	Course Name	Part-time Equivalent
BLAW 3100	Business Law	BLAW 3100
BSYS 1000	Business Information Systems	BSYS 1001
COMM 1100	Business Communication 1	COMM 1103 or COMM 1106
ECON 2100	Microeconomics	ECON 2100
MKTG 1102	Essentials of Marketing	MKTG 1102
OPMT 1110	Business Mathematics	OPMT 1110
ORGB 1100	Organizational Behaviour	ORGB 1105

**Note:** All direct entry students entering level 2 are accepted into the general Marketing Management program. Option selection will be completed after current level 2 full-time student transfer requests are processed. Notification of option selection will take place in late June. If a seat is not available in your preferred option an alternate option may be assigned.

**Level 3:**

Complete or show proof of equivalents to all **level 1 and 2** courses. Complete the [Course-by-Course Self-Assessment](#) form and attach to your application.

**Level 1**

Full-time Course	Course Name	Part-time Equivalent
BLAW 3100	Business Law	BLAW 3100
BSYS 1000	Business Information Systems	BSYS 1001
COMM 1100	Business Communication 1	COMM 1103 or COMM 1106
ECON 2100	Microeconomics	ECON 2100
MKTG 1102	Essentials of Marketing	MKTG 1102
OPMT 1110	Business Mathematics	OPMT 1110
ORGB 1100	Organizational Behaviour	ORGB 1105

**Level 2**

Full-time Course	Course Name	Part-time Equivalent
BSYS 2070	Business Information Systems 2 for MKTG	BSYS 2061
BUSA 2100	Principles of Management	BUSA 2005
COMM 2200	Business Communication 2	COMM 2202 (or 2002) <u>and</u> COMM 2203 (or 2003)
ECON 2200	Macroeconomics	ECON 2200
FMGT 2152	Accounting for Management	FMGT 2152 or a combination of FMGT 1100 <u>and</u> FMGT 2100
MKTG 2202	Introduction to Marketing Communications	MKTG 2203 <u>and</u> MKTG 3322
MKTG 2243	Sales Skills	MKTG 1219
OPMT 1130	Business Statistics	OPMT 1197

**Option 2: Applicants who have a Degree or Diploma  
Level 3 Entrance Requirements**

- Degree or Diploma in any discipline from a recognized post-secondary institution.

Applicants who completed post-secondary studies outside of Canada, United States, United Kingdom, Australia or New Zealand will require a basic evaluation of their credentials by the [International Credential Evaluation Service](#) (ICES). Credential evaluation reports from other [Canadian services](#) may be considered. These reports must include course-by-course evaluations and GPA calculations.

- Meet all general entrance requirements (excluding Math 11) for this program:
  - [Marketing Management \(Entrepreneurship Option\)](#)
  - [Marketing Management \(Marketing Communications Option\)](#)
  - [Marketing Management \(Professional Real Estate Option\)](#)
  - [Marketing Management \(Professional Sales Option\)](#)
  - [Marketing Management \(Tourism Management Option\)](#)

Complete or show proof of equivalents to the following courses. Complete the [Course-by-Course Self-Assessment](#) form and attach to your application.

Full-time Course	Course Name	Part-time Equivalent
BLAW 3100	Business Law	BLAW 3100
BSYS 2070	Business Information Systems 2 for MKTG	BSYS 2061
COMM 1100*	Business Communication 1	COMM 1103 or COMM 1106
COMM 2200*	Business Communication 2	COMM 2202 (or 2002) <u>and</u> COMM 2203 (or 2003)
ECON 2100	Microeconomics (for Real Estate option)	ECON 2100
ECON 2200	Macroeconomics (for Real Estate option)	ECON 2200
FMGT 2152	Accounting for Management	FMGT 2152 or a combination of FMGT 1100 <u>and</u> FMGT 2100
MKTG 1102	Essentials of Marketing	MKTG 1102
MKTG 2202	Introduction to Marketing Communication	MKTG 2203 <u>and</u> MKTG 3322
MKTG 2243	Sales Skills	MKTG 1219
OPMT 1110	Business Mathematics	OPMT 1110
OPMT 1130	Business Statistics	OPMT 1197

**\*Note re COMM 1100/2200:** For accredited Canadian or US credentials, if you have achieved a Bachelor's Degree the COMM courses may be waived. If you have an Associate Degree or a Diploma, COMM 1103/1106 and COMM 2002/2202 may be waived. COMM 2003/2203 will still be required.

### Option 3: Direct entry to Level 3 as a mature student

For mature applicants that meet any combination of the following criteria:

- Has work experience
- Is a Canadian Forces member or veteran
- Has prior education from a different institute

You may qualify for advanced placement based on an assessment by the BCIT SITE Centre's Advanced Placement and Prior Learning (APPL) program. Visit the [SITE Centre](#) to learn more.

Meet all general entrance requirements (excluding Math 11) for this program:

- [Marketing Management \(Entrepreneurship Option\)](#)
- [Marketing Management \(Marketing Communications Option\)](#)
- [Marketing Management \(Professional Sales Option\)](#)
- [Marketing Management \(Tourism Management Option\)](#)

Note: the Professional Real Estate Option is not available for this mode of entry at this time

Submit the following with your online application:

- Proof of meeting the English requirement
- Proof of meeting the Math requirement
- Approved Advanced Placement and Prior Learning (APPL) Assessment

#### **Option 4: Transfer from another BCIT School of Business diploma program**

For applicants that are currently registered in a full-time BCIT School of Business diploma program and wish to transfer:

1. Print the [School of Business Program Change form \[PDF\]](#)
2. Make an appointment with the program heads to review your eligibility to transfer.
3. If you are transferring to Level 3, you may be required to complete one or more bridging courses.
4. Submit an approved School of Business Program Change form and completed Course-by-Course Self-Assessment form for the program you are currently in with the \$16 program change fee to [BCIT Admissions](#). **Do not apply online.**

## **Frequently Asked Questions**

### **When should I apply?**

It is recommended that students apply when they have met all of the entrance requirements. If you are currently registered in a course(s), please indicate this on the self-assessment form.

### **When will I be accepted?**

Once your application has been assessed and has been approved for direct entry, a seat must become available in the program you have selected. The Admissions department must wait until the current students in most programs write their exams in either December or May to determine how many seats will become available for direct entry applicants.

### **Can I transfer options?**

Applicants are requested to specify their program option preference(s). Option selection will be completed after current level 2 full-time student transfer requests are processed. Notification of option selection will take place in late June. If a seat is not available in your preferred option an alternate option may be assigned. Your requested option cannot be guaranteed at time of application.

### **Can I take courses ahead of time to help reduce my course load?**

In order to maintain a competitive application, it is recommended that you take no more than two courses per term ahead of time. **A maximum of two courses per level are eligible for credit.** Tuition for full-time programs may not be reduced.

### **When will I get my timetable?**

Print your timetable one day prior to class start by logging into [my.bcit.ca](#) and going to Student Self-Service. You must be registered in your courses in order to access this feature. If you know the set to which you have been assigned, you can also find your timetable at [timetables.bcitbusiness.ca](#).

**When can I buy my books?**

It is recommended that students wait until the first week of classes before buying textbooks. Your instructors will tell you which books to buy.

**Additional Information**

If you have questions, review our [Frequently Asked Questions](#) or contact [Program Advising](#).

To register for a part-time studies course, visit [Register for Part-time Courses](#) or contact [Student Information & Enrolment Services](#) at 604-434-1610.

***Note: Information may be subject to change.***