



IBU

International  
Business  
University

# BCom (Honours) in Digital Sales and Marketing Management

International Business University  
Undergraduate Programs



[ibu.ca](https://ibu.ca)

# BCom (Honours) in Digital Sales and Marketing Management

## Key Facts:

Program length:  
32 months - 8 semesters  
(120 credits)

Less than 3 years  
(Fast Track)

Students can earn up to 60 credits  
towards previously completed  
post-secondary education

Intakes:  
September, January, May

Immerse yourself in the dynamic world of digital sales and marketing with our Bachelor of Commerce (Honours) program. Master the art of leveraging technology and data-driven strategies to drive business growth for businesses of all sizes, including trending startups and Fortune 500 enterprises.

**18** core  
business courses

**7** non-core  
courses

## 13 specialized digital sales and marketing courses:

- Digital Marketing I
- Marketing Strategy
- Sales Techniques
- Social Media Metrics
- Branding and Design
- Digital Marketing II
- Digital Marketing Trends
- Marketing Analytics
- Planning a Digital Marketing Campaign
- Marketing and Sales
- Specialized Project Course
- Specialized Capstone Project

# Curriculum Overview

Our **BACHELOR OF COMMERCE (HONOURS) IN DIGITAL SALES AND MARKETING MANAGEMENT** blends industry demands with rigorous academic preparation, establishing a solid foundation for your success in the dynamic realm of digital sales and marketing. Core subjects include Digital Marketing I, Marketing Strategy, Sales Techniques, Social Media Metrics, Branding and Design, Digital Marketing II, Digital Marketing Trends, Marketing Analytics, Special Topics in Digital Marketing, and Planning a Digital Marketing Campaign. In addition to these specialized business courses, you will have the opportunity to broaden your knowledge through elective courses such as Contemporary World History, Art and Contemporary Studies, Psychology and Cognition, and Critical Thinking.

BCOM (Honours) in Digital Sales and Marketing Management			CORE BUSINESS	BUSINESS MANAGEMENT	NON-CORE BUSINESS
LEVEL 1	Semester 1	Introduction to business	3		
		Intro to the Internationa Business	3		
		Introduction to Accounting	3		
		Business Research & Communications	3		
		Contemporary World History			3
	Semester 2	Introduction to Financial Analysis	3		
		Applied Economics	3		
		Organizational Behaviour	3		
		Technology Literacy and Applications	3		
		Critical Thinking: A Philosophical Perspective			3
LEVEL 2	Semester 3	Marketing and Sales	3		
		Digital Marketing 1		3	
		Marketing Strategy		3	
		Sales Techniques		3	
		Arts and Contemporary Studies			3
	Semester 4	Interpersonal Skills and Assessments	3		
		Project Management	3		
		Social Media Metrics		3	
		Special Management Project Course		6	
LEVEL 3	Semester 5	Law and Ethics in a Business Context	3		
		Negotiation Skills	3		
		Branding and Design		3	
		Data Analytics for Business	3		
		Breadth Elective			3
	Semester 6	Digital Marketing 2		3	
		Digital Marketing Trends		3	
		Marketing Analytics		3	
		Advanced Data Analysis	3		
		Breadth Elective			3
LEVEL 4	Semester 7	Global Strategy	3		
		Special Topics in Digital Marketing		3	
		Applied Research Skills	3		
		Leading in a Diverse Context	3		
		Breadth Elective			3
	Semester 8	Culture and Design Thinking			3
		Planning a Digital Marketing Campaign		3	
		Breadth Elective			3
		Special Digital Marketing Capstone	6		
	TOTAL NUMBER OF CREDITS		60	36	24

# Student Journey

Embark on an exciting and accelerated student journey that propels you towards graduation in under three years with a curriculum designed to provide a continuous, intensive and structured program to capitalize on your momentum.

## HERE'S HOW



During the initial three semesters, you will lay a strong foundation in business practices, research, and communications.

Starting in your third semester you will study in-depth digital marketing, marketing strategy, and sales techniques as well as essential skills such as critical thinking, effective business communication, and teamwork.

In Semester 4, you will apply your learning outcomes in a special digital marketing project under the guidance of faculty and industry mentors.

Building upon this practical experience, Semesters 5 through 7 will equip you with advanced knowledge and expertise in utilizing technology for digital sales and marketing within a global context.

This prepares you for the final course in Semester 8, where you will delve deep into exploring a special digital marketing project under the guidance of esteemed faculty and industry representatives.

**Upon graduation, you will be well-equipped to enter the job market with tangible successes and achievements to enhance your resume.**

IBU's industry-focused curriculum will enable you to gain the necessary skills to navigate the diverse and interconnected world of digital sales and marketing. This program not only prepares you to enter the global workforce, but also lays the foundation for future leadership positions.

This institution has been granted a consent by the Minister of Colleges and Universities to offer this program for a seven-year term starting September 7, 2023. Prospective students are responsible for satisfying themselves that the program and the degree will be appropriate to their needs (e.g., acceptable to potential employers, professional licensing bodies or other educational institutions.)