

# ***Program of Study Report***

*Term Code: 202443*

*Program: TDMK FV*

*Division: FV*

*Report Output: pdf*

Tourism - Destination Mrkg (TDMK)

Weekly  
Breakdown

<i>Course Name</i>	<i>Mod</i>	<i>Code</i>	<i>Prerequisites</i>	<i>Corequisites</i>	<i>Lec Hrs</i>	<i>Lab Hrs</i>	<i>FP/Alt Hrs</i>
<b>TDMK-SEM1</b>							
Communication Foundations		COMM 1100			2	0	1
Computers for Hospitality		COMP 1210			0	3	
Customer Service		CSRV 2200			3	0	
Marketing 1		MKTG 1100			3	0	
Niche Tourism		TOUR 1204			3	0	
Introduction to Tourism and Destinations		TOUR 1206			3	0	
					<b>14</b>	<b>3</b>	<b>1</b>
<b>TDMK-SEM2</b>							
Career Planning		CAPL 4200			2	0	1
General Elective Credit		GNED 0000			3	0	
Human Resource Management for Hospitality		HRM 4205			2	0	1
The Business of Tourism		MGMT 1215			2	0	1
Event Management		MGMT 1345			3	0	
Marketing 2		MKTG 2200	MKTG 1100		4	0	
Sustainable Tourism Development		TOUR 1302			3	0	
					<b>19</b>	<b>0</b>	<b>3</b>

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<b>TDMK-SEM3</b>							
Field Placement Preparation		FDPL 2100	CAPL 4200		1	0	
Digital Marketing Design		MKTG 1312			0	4	
Business Research Methodology		RSCH 2100			3	0	1
Farm to Table Tourism		TOUR 2102			3	0	
Destination Development		TOUR 2104			3	0	
Attraction Operations		TOUR 2106			3	0	
Indigenous Elective	OPT1	INDG 0000			3	0	
					<b>16</b>	<b>4</b>	<b>1</b>
<b>TDMK-SEM4</b>							
General Elective Credit		GNED 0000			3	0	
The Business of Non-Profits		MGMT 2218			3	0	
Advanced Marketing		MKTG 2204	MKTG 4213		3	0	
Field Placement		TDMK 2200	FDPL 2100		0	0	120
Capstone Project		TDMK 2204			4	0	
International Tourism		TOUR 2200			0	0	4
Tourism Product Development		TOUR 2204			3	0	
					<b>16</b>	<b>0</b>	<b>124</b>

**NOTES:**  
**OPT1/OPT2/OPT3 - OPTIONS - Students choose subjects. OPT1 subjects are included in total hours per week.**  
**GNED - Courses with this Subject Code are "General Education" subjects, GNED 0000 you are required to choose a 'General Education Elective' that term when you register.**  
**SPEC 0000 - when displays as a pre-requisite you are required to have passed all previous courses and have a GPA of 2.0.**  
**COOP - the co-op work term takes place in the following semester (spring/summer).**  
**MOD1/MOD2 - course is delivered over a portion of the semester.**