



BRIDGING PROGRAM SELF-ASSESSMENT MARKETING MANAGEMENT (DIRECT ENTRY OPTION 2 ONLY)

Admissions

3700 Willingdon Avenue, Burnaby, BC, Canada V5G 3H2

Instructions: 1) Save this PDF to your desktop, 2) Open with Adobe Reader or Adobe Acrobat, 3) Complete all required fields, 4) Save, 5) Close PDF then re-open to ensure the content you filled in has saved, 6) Submit to BCIT.

Application for direct entry into level 3.

You are required to show proof of completion of, or registration in, all bridging courses (or equivalents) listed below.

Student Name		Student Number
Name of previous credential (i.e. diploma or degree)	Sending Institution (1)	Sending Institution (2)*

BCIT COURSE	EQUIVALENT COURSE(S) COMPLETED	COMPLETED AT BCIT (✓)†	NO. OF CREDITS	GRADE ACHIEVED‡	OFFICIAL CALENDAR COURSE DESCRIPTION (for external courses only)
LEVEL 1					
COMM 1100 or COMM 1103 or COMM 1106: Business Communication 1*					
MKTG 1102: Essentials of Marketing					
MKTG 2243 (or MKTG 1219): Professional Sales Skills and Customer Relationship Management					

*Note: For accredited Canadian or US credentials, if you have achieved a bachelor's degree the COMM 1100 and 2200 courses may be waived. If you have an associate degree or a diploma, COMM 1103 (or 1106) and COMM 2202 (or 2002) may be waived. Note that COMM 2203 (or 2003) will still be required.

* If courses are from more than one institution are used to complete this table, please indicate the institution for each course listed.

† Per Policy 5103, section 3, students are allowed a maximum of three attempts to successfully complete a course.

‡ Official Transcript must provide grading legend. Comprehensive evaluation of the credentials may be required by Admissions to support this self-assessment table.

LEVEL 2

**BSYS 2000 or
BSYS 2051 and
BSYS 2061:**
Applied Data
Analytics in Excel

**COMM 2200 (or
2002) and COMM
2203 (or 2003):**
Business
Communication 2*

MKTG 2202:
Introduction
to Marketing
Communications

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