

Course Equivalency 2552

York University, Canada

Code	Exchange University	Code	TU 2552 New
AP/ADMS 4240	Advertising and Communications	MK 331	Integrated Marketing Communications
AP/ADMS 4200	Personal Selling and Sales Force Management	MK 343	Sales Management
SB/MKTG 4400	International Marketing	MK 361	International Marketing
HH/KINE 3510	Sport Marketing and Event Management	MK X9X*	Special Topics in Marketing X*

* MK 391 Special Topics in Marketing 1 or

MK 392 Special Topics in Marketing 2 and MK 393 Special Topics in Marketing 3 or

MK 491 Special Topics in Marketing 4

