

Michigan Technological University Bachelor of Science Degree Audit

Major Program: Marketing

Program Code: BMKT, Academic Year 2023-2024

Total credits required for the degree: 120

Business Core Requirements: 42 credits

- ACC 2000 (3)
- ACC 2100 (3)
- BUS 2200 (3)
- BUS 2300 (3)
- BUS 3000 (3)
- EC 2001 (3)
- EC 3100 (3)
- FIN 3000 (3)
- MGT 2000 (3)
- MGT 3000 (3)
- MGT 4000 (3)
- MIS 2000 (3)
- MKT 3000 (3)
- OSM 3000 (3)

Math Requirements: 8 to 9 credits

- MA 1135 (4) or MA 1160 (4) or MA 1161 (5)
- MA 2720 (4)

Lab Science Requirements: 7 credits

Students must complete two science courses in two different disciplines from the general education science course list; at least one of these must include or be taken with the accompanying laboratory. Find eligible courses on the [General Education](#) webpage.

Marketing Requirements: 33 credits

Complete 12 credits

- MKT 3200 (3)
- MKT 3600 (3)
- MKT 4300 (3)
- MKT 4700 (3)

Marketing Focused Electives: Select 9 to 21 credits

- MGT 4600 (3)
- MIS 3100 (3)
- MKT 3400 (3)
- MKT 4100 (3)
- MKT 4200 (3)
- MKT 4500 (3)
- MKT 4990 (1 to 6)
- OSM 4300 (3)

Additional Electives: 0 to 12 credits

Select from the following list of courses: ACC3500, BUS3900, BUS4991, BUS4992, EC3300, EC4200, FIN4000, MGT3100, MGT3800, OSM3150, or Enterprise courses which are limited to 6 credits maximum: ENT1960, ENT2950, ENT2960, ENT3950, ENT3960, ENT4900, ENT4910, ENT4961

Free Electives: 5 to 6 credits

Any coursework is allowable, excluding co-curricular and coursework below the 1000-level.

General Education Core, Humanities, Fine Arts, and Social Science (HASS) Requirements: 24 credits

Courses used to complete Core and HASS requirements may not be used to complete other degree requirements. Students must complete 12 credits of Core coursework and 12 credits of Humanities, Fine Arts, and Social Science (HASS) coursework. Repeatable courses may not be repeated for general education credit. Core and HASS courses can be found on the [General Education](#) page.

Core: 12 credits

- UN 1015 (3)
- UN 1025 or an upper level modern language (3)
- Critical and Creative Thinking (3)
- Social Responsibility and Ethical Reasoning (3)

HASS: 12 credits, at least six of the 12 credits must be at the 3000- or 4000- level

- Communication/Composition (minimum 3 credits)
- Humanities and Fine Arts (minimum 3 credits)
- Social and Behavioral Sciences (minimum 3 credits)
- Any course from the General Education Core, HASS, or Restricted HASS [course list](#) (0 to 3 credits)

Co-curricular Activities: 3 credits

Required for graduation, but not included in the GPA calculation or in the overall credits required for the degree. Only courses on the co-curricular course list are eligible. Half (0.5) credit courses may be repeated to a maximum of one time for co-curricular credit. Find eligible courses on the [General Education](#) page.