

BS in Marketing (BMKT)

COB Audit Worksheet for Catalog 2021-22*

Student Name:

Graduation Semester Goal:

Business Core Requirements: 42 credits		
Course #	Course Title	Credits
ACC 2000	Accounting Principles I	3
ACC 2100	Accounting Principles II	3
BUS 1100	Introduction to Business	3
BUS 2200	Business Law	3
BUS 2300	Quantitative Problem Solving	3
EC 2001	Principles of Economics	3
EC 3100	International Economics	3
FIN 3000	Principles of Finance	3
MGT 2000	Team Dynamics and Decision Making	3
MGT 3000	Organizational Behavior	3
MGT 4000	Strategic Management	3
MIS 2000	IS/IT Management	3
MKT 3000	Principles of Marketing	3
OSM 3000	Operations & Supply Chain Management	3

Math Requirements: 8-9 credits		
MA 1135	Calculus for Life Sciences	4
or MA 1160	Calculus with Technology I	4
or MA1161	Calculus Plus with Technology	5
MA 2720	Statistical Methods	4

Lab Science Requirements: minimum of 7 credits	
BL / Biology , CH / Chemistry , EH / Exercise Science , FW / Forestry , GE / Geology , PH / Physics , SS / Social Science	
Students must complete two science courses in two different disciplines, from the Science Course List; at least one of these must include or be taken with the accompanying laboratory.	

Major Core Requirements: 12 credits		
Course #	Course Title	Credits
MKT 3200	Consumer Behavior & Culture	3
MKT 3600	Marketing Data Analytics	3
MKT 4300	Global Marketing	3
MKT 4700	Marketing Strategy	3

Major Elective Requirements: 21 credits		
Focused Electives: 9-21 credits		
MGT 4600	Management of Technology & Innovation	3
MIS 3100	Business Database Management	3
MKT 3400	Intregated Marketing Communications	3
MKT 4100	Sales and Sales Technology	3
MKT 4200	Business to Business Mktg in a Digtal Age	3
MKT 4500	Digital Media Marketing	3
MKT 4990	Special Topics in Marketing	1-6
OSM 4300	Project Management	3
Additional Electives: 0-12 credits		
ACC 3500	Managerial/Cost Accounting I	3
BUS 3900	Business Internship	1-4
BUS 4991	Business Development Experience I	3
BUS 4992	Business Development Experience II	3
EC 3300	Industrial Organization	3
EC 4200	Econometrics	3
FIN 4000	Investment Analysis	3
MGT 3100	Leadership Development	3
MGT 3800	Entrepreneurship	3
OSM 3150	Intro to Supply Chain Management	3
Enterprise Work variable credits of 1-2 credits; max of 6: ENT1960, ENT2950, ENT2960, ENT3950, ENT3960, ENT4900, ENT4961		

* Not the official audit form. The Registrar's audit can be found at:
<http://www.mtu.edu/registrar/students/major-degree/audit/business/>
 For official degree progress run an audit in MyMichiganTech under
 "Current Students" by accessing "Undergraduate Degree Audit"

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GENERAL EDUCATION Core and HASS (24 Credits)

General Education Core: 12 credits

Course #	Course Title	Credits
UN 1015	Composition	3
UN 1025	Global Issues or upper level modern language	3
	Critical and Creative Thinking	3
	Social Responsibility & Ethical Reasoning	3

HASS: 12 Credits

- Students must complete 12 credits of HASS course work
- Six of the 12 credits must be upper level of 3000 or 4000
- At least three credits each in the following: Communication/Comp, Humanities and Fine Arts and Social & Behavioral Sciences.
- No more than three credits may come from the restricted list

	Communication/Composition	3
	Humanities and Fine Arts	3
	Social and Behavioral Sciences	3
	Course from any list above or Restricted list	3

Co-curricular Activities: 3 credits/units

Required for graduation, but not included in the GPA calculation or in the overall credits required for the degree. *Courses range from 1.0 - 0.5 credits*

Free Electives: 6 credits

Course #	Course Title	Credits

Completed Credit Count

Business Core _____

Math _____

Lab Science _____

Major Core _____

Focused & Additional Electives _____

Gen Ed _____

Free Electives _____

**Total Academic Credits
Required: 120**

Co-curricular Activities _____