

BS in Marketing (BMKT)

COB Audit Worksheet for Catalog 2023-24*

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 2200 | Business Law | 3 |
| BUS 2300 | Quantitative Problem Solving | 3 |
| BUS 3000 | Introduction to Business Analytics | 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. | |
| | |
| | |
| | |

| Marketing 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 |

| Marketing Electives: 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 Ditigal 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 | 1-5 |
| 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 | Innovation and 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"

BS in Marketing (BMKT)

COB Audit Worksheet for Catalog 2023-24*

Student Name: _____

Graduation Semester Goal: _____

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 _____