

Total Academic Credits.: 120
+ 3 Co-Curricular Units



Michigan Tech
College of Business

Course Subject and Number
Course Title
Level Restrict, Course Credits
Semesters Offered
(F=Fall, S=Spring, SU=Summer)

MARKETING (BMKT)

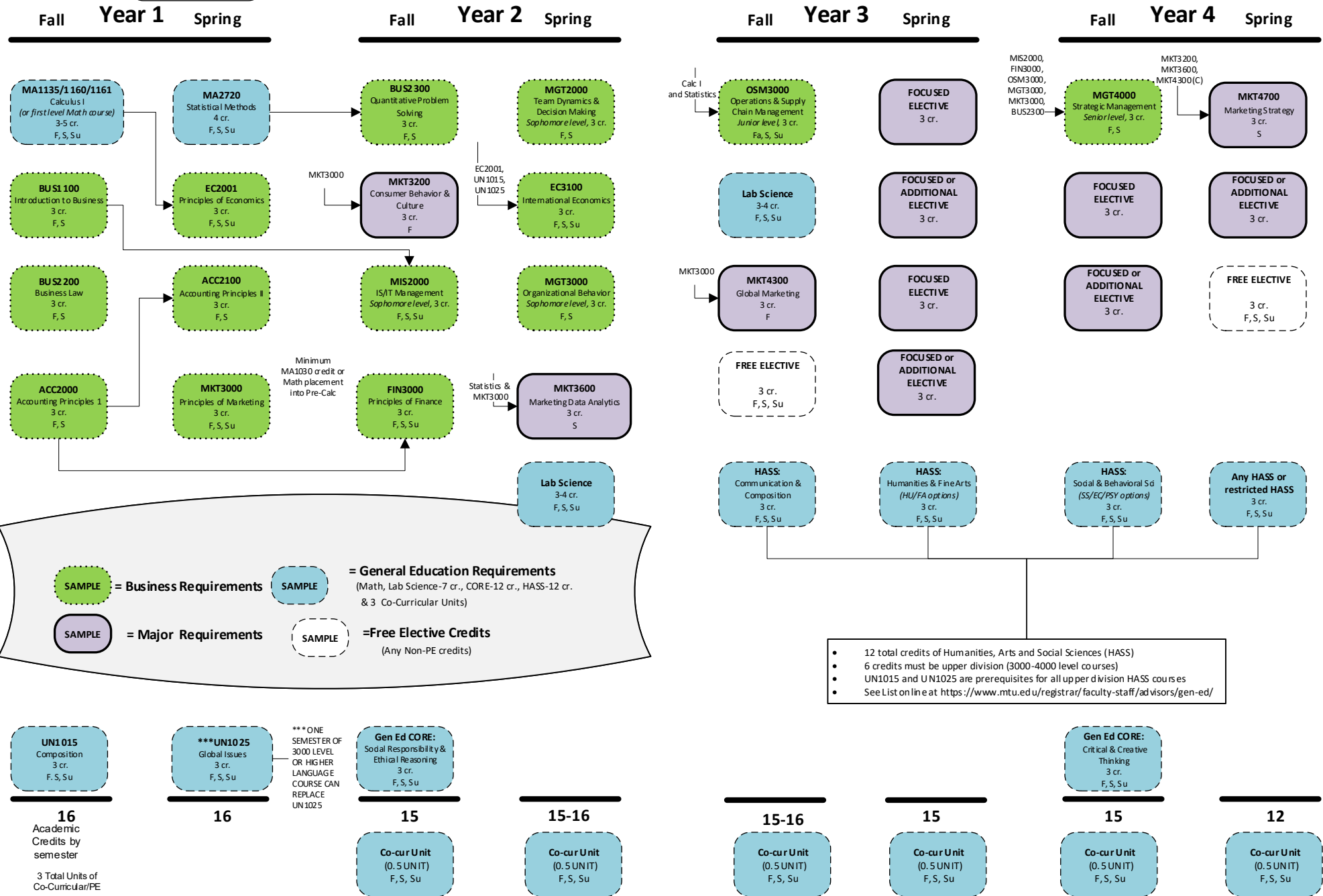
*FLOWCHART

2021-22 Academic Catalog Year

***NOTE:**

- Flowchart is a guide for course sequencing recommendations.
- COB courses have some flexibility.
- Note if any pre-requisites or class level required before taking a course.
- Actual Degree requirements are determined by your catalog term
- Meet with COB Academic Advisor annually for academic goal planning

Your Official Audit can be found in MyMichigan Tech with u.achieve Interactive Degree Audit.



Marketing Elective Courses
 Refer to the online Course Descriptions for
 further detail, descriptions, pre-requisites, etc.

www.mtu.edu/catalog/courses/

Focused Electives (select 9-21 credits)			Typical Semesters Offered
MGT 4600	Management of Technology & Innovation	3	FALL/SPRING
MIS 3100	Business Database Management	3	SPRING
MKT 3400	Intregrated Marketing Communications	3	FALL
MKT 4100	Sales and Sales Technology	3	FALL
MKT 4200	Business to Business Mktg in a Digital Age	3	SPRING
MKT 4500	Digital Media Marketing	3	SPRING
MKT 4990	Special Topics in Marketing	1-6	On Demand
OSM 4300	Project Management	3	FALL/SPRING/ SUMMER
Additional Electives (select 0-12 credits)			
ACC 3500	Managerial/Cost Accounting I	3	SPRING
BUS 3900	Business Internship	1-4	Any Semester
BUS 4991	Business Development Experience I	3	FALL
BUS 4992	Business Development Experience II	3	SPRING
EC 3300	Industrial Organization	3	FALL
EC 4200	Econometrics	3	FALL
FIN 4000	Investment Analysis	3	SPRING
MGT 3100	Leadership Development	3	FALL
MGT 3800	Entrepreneurship	3	FALL
OSM 3150	Intro to Supply Chain Management	3	FALL
Enterprise Team Work credits variable 1-2 credits each max of 6: ENT1960, ENT2950, ENT2960, ENT3950, ENT3960, ENT4900, ENT4910, ENT4961			