

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)

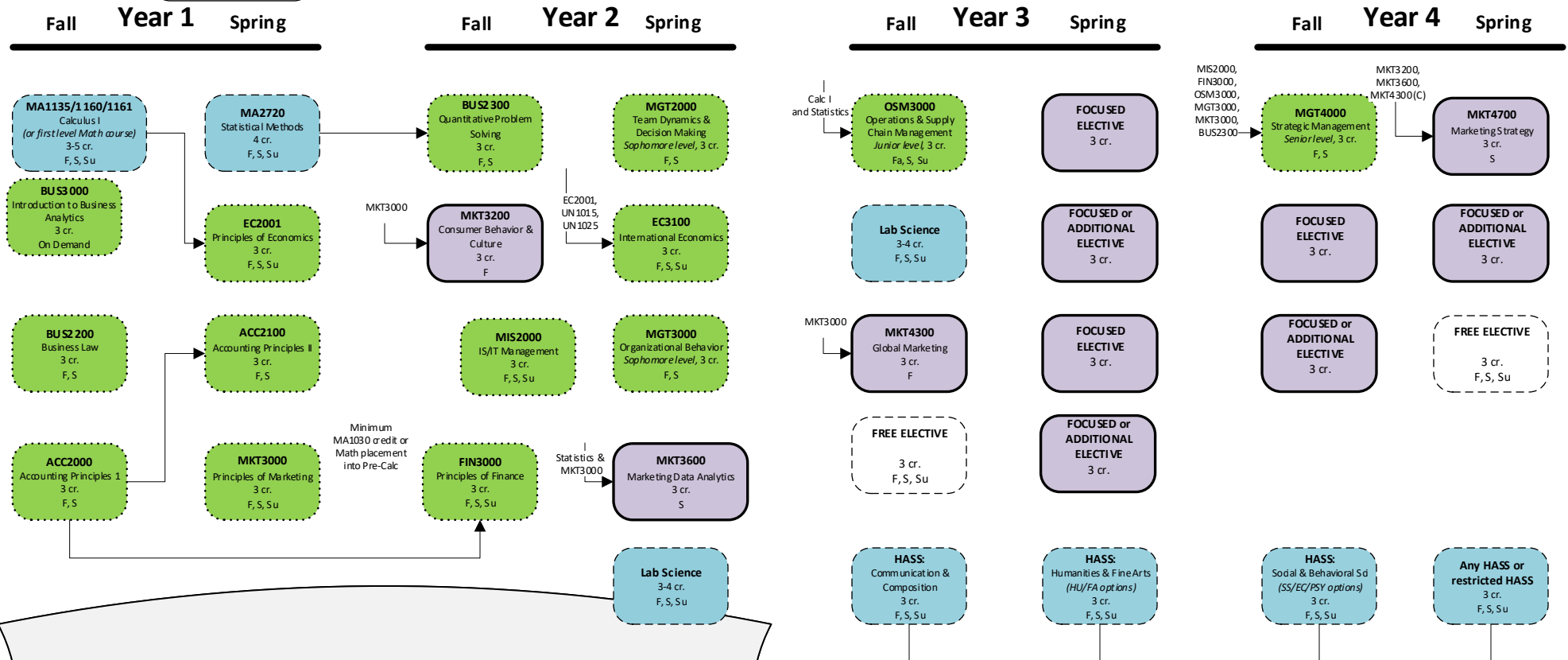
*FLOWCHART

2022-23 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.



SAMPLE = Business Requirements

SAMPLE = Major Requirements

SAMPLE = General Education Requirements
(Math, Lab Science-7 cr., CORE-12 cr., HASS-12 cr. & 3 Co-Curricular Units)

SAMPLE = Free Elective Credits
(Any Non-PE credits)

- 12 total credits of Humanities, Arts and Social Sciences (HASS)
- 6 credits must be upper division (3000-4000 level courses)
- UN1015 and UN1025 are prerequisites for all upper division HASS courses
- See List online at <https://www.mtu.edu/registrar/faculty-staff/advisors/gen-ed/>

<p>UN1015 Composition 3 cr. F, S, Su</p> <p>16 Academic Credits by semester 3 Total Units of Co-Curricular/PE</p>	<p>***UN1025 Global Issues 3 cr. F, S, Su</p> <p>*** ONE SEMESTER OF 3000 LEVEL OR HIGHER LANGUAGE COURSE CAN REPLACE UN1025</p> <p>16</p>	<p>Gen Ed CORE: Social Responsibility & Ethical Reasoning 3 cr. F, S, Su</p> <p>15</p> <p>Co-cur Unit (0.5 UNIT) F, S, Su</p>	<p>15-16</p> <p>Co-cur Unit (0.5 UNIT) F, S, Su</p>	<p>15-16</p> <p>Co-cur Unit (0.5 UNIT) F, S, Su</p>	<p>15</p> <p>Co-cur Unit (0.5 UNIT) F, S, Su</p>	<p>Gen Ed CORE: Critical & Creative Thinking 3 cr. F, S, Su</p> <p>15</p> <p>Co-cur Unit (0.5 UNIT) F, S, Su</p>	<p>12</p> <p>Co-cur Unit (0.5 UNIT) F, S, Su</p>
--	---	--	--	--	---	---	---

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

www.mtu.edu/catalog/courses/

Marketing Electives: 21 credits			Typical Semester Offered
Focused Electives: 9-21 credits			
MGT 4600	Management of Technology & Innovation	3	Any Semester
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 Ditigal 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	Any Semester
Additional Electives: 0-12 credits			
ACC 3500	Managerial/Cost Accounting I	3	Spring
BUS 3900	Business Internship	1-4	Any Semester (must apply)
BUS 4991	Business Development Experience I	3	On Demand
BUS 4992	Business Development Experience II	3	On Demand
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	Innovation and Entrepreneurship	3	Fall/Spring
OSM 3150	Intro to Supply Chain Management	3	Fall
Enterprise Work variable credits of 1-2 credits; max of 6:			
ENT1960, ENT2950, ENT2960, ENT3950, ENT3960, ENT4900, ENT4961			