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

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



# MARKETING (BMKT) \*FLOWCHART

### 2024-25 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 MyMichiganTech
  with unachious Interactive Degree Audit

with u.achieve Interactive Degree Audit. Year 2 Spring Year 3 Year 1 Year 4 **Spring** Fall **Spring** Fall **Spring** Fall MIS2000, MKT3200, FIN3000, MKT3600, OSM3000 MKT4300 (C) Calc I BUS3000 MA1135/1160/1161 BUS2300 OSM3000 MGT3000, MA2720 and Statistics **FOCUSED** MGT4000 MKT4700 Operations & Supply ELECTIVE Statistical Methods tegic Management BUS2300 Marketing Strategy (or first Math course) Chain Management Solving Analytics 4 cr 3 cr SR 3 cr 3 cr JR, 3 cr 3 cr 3 cr F, S, Su F, S, Su Fa, S, Su MKT3000 FOCUSED or MKT3200 FOCUSED or FOCUSED or FOCUSED MKT3000 EC2001 ADDITIONAL ADDITIONAL ADDITIONAL Consumer Behavior & Lab Science **ELECTIVE** Principles of Marketing ciples of Economics ELECTIVE **ELECTIVE** ELECTIVE Culture 3 cr 3 cr 3 cr 3 cr F, S, Su 3 cr 3 cr 3 cr F, S, Su F. S. Su EC2001 MKT3000 FOCUSED or MGT2000 UN1015, MKT4300 EC3100 FREE ELECTIVE BUS2200 MIS2000 MGT3000 ADDITIONAL Team Dynamics & UN1025 **Business Law** IS/IT Management anizational Behavio Global Marketing **ELECTIVE** SO, 3 cr 3 cr 3 cr 3 cr 3 cr F, S F, S, Su F, S, Su FREE ELECTIVE FOCUSED MKT3600 **ELECTIVE** Statistics & ACC2100 FIN3000 MKT3000 Marketing Data 3 cr 3 cr counting Principles I Principles of Finance Analytics F, S, Su 3 cr 3 cr 3 cr F, S, Su F, S Minimum HASS SBS: MA1030 credit or HASS Comm/Comp: HASS HU/FA: HASS Any & **Lab Science** Social & Rehavioral Sci Math placement Communication & Composition Humanities & Fine Arts **Restricted Lists** into Pre-Calc (Social Sci, Econ & Psychology) 3 cr 3 cr 3 cr F, S, Su = General Education Requirements = Business Requirements Lab Science (7 cr) SAMPLE SAMPLE CORE (42 cr) CORE (12 cr) HASS (12 cr) MATH (8-9 cr) Co-Curricular/PE (3 units) = Major Requirements =Free Elective Credits SAMPLE SAMPLE (33 cr) (Any Non-PE credits) 12 total credits of Humanities, Arts and Social Sciences (HASS) 6 credits must be upper division (3000-4000 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/ \*\*\* ONE Gen Ed CORE: Gen Ed CORE: SEMESTER OF \*\*\*UN1025 UN1015 Critical & Creative Social Responsibility & 3000 LEVEL Global Issues Ethical Reasoning Thinking OR HIGHER 3 cr 3 cr LANGUAGE 3 cr 3 cr F. S, Su F, S, Su COURSE CAN F, S, Su F, S, Su REPLACE UN1025 16 16-17 16 15 15 15 12 15 Academic Credits by Co-cur Unit Co-cur Unit Co-cur Unit Co-cur Unit Co-cur Unit Co-cur Unit semester (0.5 UNIT) (0.5 UNIT) (0.5 UNIT) (0.5 UNIT) (0.5 UNIT) (0.5 UNIT) 3 Total Units of F, S, Su Co-Curricular/PE

## **OFFERED SPRING 2025!**

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	F <sub>all</sub>
*MKT 3400	Intregrated Marketing Communications	3	On Demand
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	1-5	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	Fall
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			