

B.S. Marketing (BMKT) Degree (Fall 2025 and later)

This is not an official list of degree requirements. Adjustments may be required due to curriculum changes.

First Year – Fall

Course	Prerequisites	Credit
MA1161/1161-Calculus w/Technology (Essential Ed Math)	MA 1032 or MA 1031 or MA 1120 or ALEKS Math Placement >= 76 or CEEB Calculus AB >= 2 or CEEB Calculus BC >= 2 or CEEB Calculus AB Subscore >= 2 or ACT Mathematics >= 26 or SAT MATH SECTION SCORE-M16 >= 610	4-5
MKT3000-Principles of Marketing		3
ACC2000-Accounting Principles I (Essential Ed STEM)		3
UN1013 or 2013-Essential Ed-Seminar		1
UN1015 Composition		3
Total		14-15

Second Year – Fall

Course	Prerequisites	Credit
BUS2300-Quantitative Problem Solving	BUS2100 or MA2720/2720/3710/3720	3
MIS2000-IS/IT Mgt (Essential Ed STEM)		3
FIN3000-Principles of Finance	ACC2000 and MA1030 or MA1031 or MA1032 or MA1135/1160/1161/1121	3
MKT3200-Consumer Behavior & Culture	MKT3000	3
MGT2000-Team Dynamics & Decision Making	So, Jr, or Sr	3
Essential Education – Activities for Well-Being and Success		1
Total		16

Third Year – Fall

Course	Prerequisites	Credit
OSM3000-Operations & Supply Chain Mgt	MA1135/1160/1161/1121 and MA2710/2720/3710/3720 or EET2010 or BUS2100 or CEE3710 and Jr or Sr	3
MKT4300-Global Marketing	MKT3000	3
Marketing Focused Elective	See list on back	3
Essential Education – Intercultural Competency		3
Essential Education – Activities for Well-Being and Success		1
Total		13

Fourth Year – Fall

Course	Prerequisites	Credit
MGT4000-Strategic Management	Sr and MIS2000 and FIN3000 and OSM3000 and MGT3000 and MKT3000 and BUS2300	3
Marketing Focused /Additional Elective	See list on back	3
Marketing Focused /Additional Elective	See list on back	3
Free Electives		Variable based on Academic Planning
Essential Education – Arts & Culture		3
Total		12-?

First Year – Spring

Course	Prerequisites	Credit
MA2720 Statistical Methods	MA1030 or MA1032	4
EC2001-Principles of Economics (Essential Ed-Fnd in Human World)	MA1030 or MA1031 or MA1032 or MA1135/1160/1161/1121 ©	3
ACC2100-Accounting Principles II	ACC2000	3
BUS2200-Business Law (Essential Ed SHAPE)		3
Essential Education – Activities for Well-Being and Success		1
Total		14

Second Year – Spring

Course	Prerequisites	Credit
BUS3000-Intr to Business Analytics	BUS2300	3
MKT3600-Marketing Data Analytics	MKT3000 and BUS2100 or MA2720/2720/3710/3720	3
MGT3000-Organizational Behavior	So, Jr or Sr	3
Marketing Focused Elective	See list on back	3
Essential Ed Communication Intensive		3
Total		15

Third Year – Spring

Course	Prerequisites	Credit
Marketing Focused Elective	See list on Back	3
EC3100-International Economics	EC2001	3
Marketing Focused /Additional Elective	See list on back	3
Essential Education – Natural & Physical Science		3
Total		12

Fourth Year – Spring

Course	Prerequisites	Credit
MKT4700-Marketing Strategy	MKT3200 and MKT3600 and MKT4300 ©	3
Marketing Focused /Additional Elective	See list on back	3
Essential Education Experience		3
Free Electives		Variable based on Academic Planning
Total		9-???

Grand Total = 120 Credits

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1. **Essential Education Requirements:** 24 total credits. Required courses are *Essential Ed Seminar* (UN1013 or UN2013, 1 credit), *Composition* (UN1015-3 credits), a *Natural and Physical Science* course (3 credits), a *Communication Intensive* course (3 credits), an *Arts & Culture* course (3 credits), an *Intercultural Competency* course (3 credits), an *Essential Education Experience* course (3 credits), and 3 credits of *Activities for Well-being and Success*. The Essential Education and Activities for Well-Being list is available online at: <https://www.mtu.edu/registrar/pdfs/essential-education-course-lists-2025-2026.pdf>

2. **Marketing Focused Electives:** 9-21 credits

- **MGT4600**-Management of Technology and Innovation (3 cr); F, Sp, Su
- **MIS3100**-Business Database Modeling and Mgt (3 cr); F
- **MKT3400**-Integrated Marketing Communications (3 cr); F
- **MKT4100**-Sales and Sales Technology (3 cr); F
- **MKT4200**-B2B Marketing in a Digital Age (3 cr); Sp
- **MKT4500**-Digital Media Marketing (3 cr); Sp
- **MKT4990**-Special Topics in Marketing (variable to 3 cr, max 6); On Demand
- **OSM4300**-Project Management (3 cr); F, Sp, Su

PREREQS:

Jr and above
MIS2000 or MIS2100 or CS1122 or CS1131
MKT3000
MKT3000
MKT3000
MKT3000
MKT3000 and instructor's permission
Jr and above

Additional Electives: 0-12 credits

- **ACC3500**-Managerial/Cost Accounting I (3 cr)-Sp
- **BUS3900**-Business Internship (1-4 cr); By Arrangement
- **EC3300**-Industrial Organization (3 cr); F
- **EC4200**-Econometrics (3 cr); F
- **FIN4000**-Investment Analysis (3 cr); F
- **MGT3100**-Leadership Development (3 cr); F
- **MGT3800**-Innovation & Entrepreneurship (3 cr), F, Sp
- **OSM3150**-Intro to Supply Chain Management (3 cr); F
- **ENT Team Credits:** 1960, 2950, 2960, 3950, 3960 (1 cr)
- **ENT4900 or 4910**-Senior Enterprise (2 cr)

PREREQS:

ACC2100 or ACC3500
[Submit Proposal in advance](#)
EC2001
(EC2001/3002/3003) and
(BUS2100 or MA2720/2720/3710)
FIN3000 or EC3400 and MA2710/2720/3710
So and above
So and above
OSM3000 ©
Ask Enterprise Advisor/Pavlis advice
Sr and Enterprise Advisor/Pavlis advice

3. **Prerequisite** (pre-req) course must be successfully completed **PRIOR** to taking the subsequent course.
Concurrent Prerequisites (concurrent noted by ©) may be taken at the same time, although it is not necessary if the prerequisite course is completed first.
Required Corequisite (co-req) courses that **MUST** be taken together in the same semester.
Class Standing: So (Sophomore Standing earned 30 credits) Jr (Junior Standing earned 60 credits), Sr (Senior Standing earned 90 credits)
Semester Offered: Noted under electives with F (Fall), Sp (Spring), Su (Summer) or On Demand (no anticipated offering but may show in the schedule, consult COB advisor)
4. **Math:** Students are placed into an initial math course based on ACT/SAT math score, the online ALEKS assessment, or a math placement exam score for credit (AP, IB, CLEP).
5. **Transfer, Advanced Placement, or study abroad courses** are not included in credit hours used for GPA calculations. Transfer credit is awarded for Michigan Tech equivalent course work only if a grade of 'C' or better (2.00/4.00) or equivalent is earned at a transfer institution. Study abroad credit will be awarded based on passing a course according to equivalent international standards. Advanced Placement credit is awarded according to published AP Exam score standards (also IB and CLEP).

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