

Michigan Technological University Bachelor of Science Degree Audit

Major Program: Marketing

Program Code: BMKT, Academic Year 2026-2027

Minimum credits required for the degree: 120

Business Core Requirements: 45 credits

- ACC 2000 (3)
- ACC 2100 (3)
- BUS 1100 (3)
- BUS 2200 (3)
- BUS 2300 (3)
- BUS 3000 (3)
- EC 2001 (3)
- EC 3100 (3)
- FIN 3000 (3)
- MGT 2000 (3)
- MGT 3000 (3)
- MGT 4000 (3)
- MIS 2000 (3)
- MKT 3000 (3)
- OSM 3000 (3)

Math Requirements: 8 to 9 credits

- MA 1135 (4) or MA 1160 (4) or MA 1161 (5)
- MA 2720 (4)

Marketing Requirements: 33 credits

Marketing Core: 12 credits

- MKT 3200 (3)
- MKT 3600 (3)
- MKT 4300 (3)
- MKT 4700 (3)

Marketing Focused Electives: select 9 to 21 credits

- MGT 4600 (3)
- MIS 3100 (3)
- MKT 3400 (3)
- MKT 4100 (3)
- MKT 4200 (3)
- MKT 4500 (3)
- MKT 4990 (1 to 6)
- OSM 4300 (3)

Additional Electives: 0 to 12 credits

Select from the following list of courses: ACC3500, BUS3900, EC3300, EC4200, FIN4000, MGT3100, MGT3800, OSM3150, or Enterprise courses which are limited to 6 credits maximum: ENT1960, ENT2950, ENT2960, ENT3950, ENT3960, ENT4900, ENT4910, ENT4961

Essential Education Requirements

- Students must complete three main components of Essential Education (First-Year Experience, Distribution or Minor Pathway, and Activities for Well-being and Success) with the credit distributions as shown below. A minimum of 37 credits is required to complete these requirements.
- Up to five Essential Education requirements and the Michigan Tech Seminar may be shared (double-counted) with major requirements. Work with your advisor to determine which major requirements may satisfy Essential Education requirements.
- Some courses are on more than one list, but each course can satisfy only one Essential Education requirement.
- Students may choose between an Essential Education minor or the Distribution Pathway. The list of Essential Education minors can be found [here](#).
- Lists of courses for each requirement can be found on the [Essential Education](#) page.

First-Year Experience (16 credits)

- Michigan Tech Seminar (1)
- Math (3)
- Natural and Physical Science (3)
- STEM (3)
- Composition (3)
- Foundations of the Human World (3)

Distribution Pathway (18 credits)

- Communication Intensive (3)
- Intercultural Competency (3)
- Arts and Culture (3)
- STEM (3)
- SHAPE (3)
- Essential Education Experience (3)

Activities for Well-being and Success (3 credits)

Free Electives

- Any coursework is allowable, excluding coursework below the 1000-level.
- The number of free elective credits required is dependent on how many additional credits are required beyond Major requirements and Essential Education requirements to reach the total credits required for the degree as indicated on the audit.

Additional Graduation Requirements

- Satisfy the 2.0 departmental and cumulative Grade Point Average
- Earn 30 upper-level credits at Michigan Tech
- [Apply for Graduation](#)