

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)

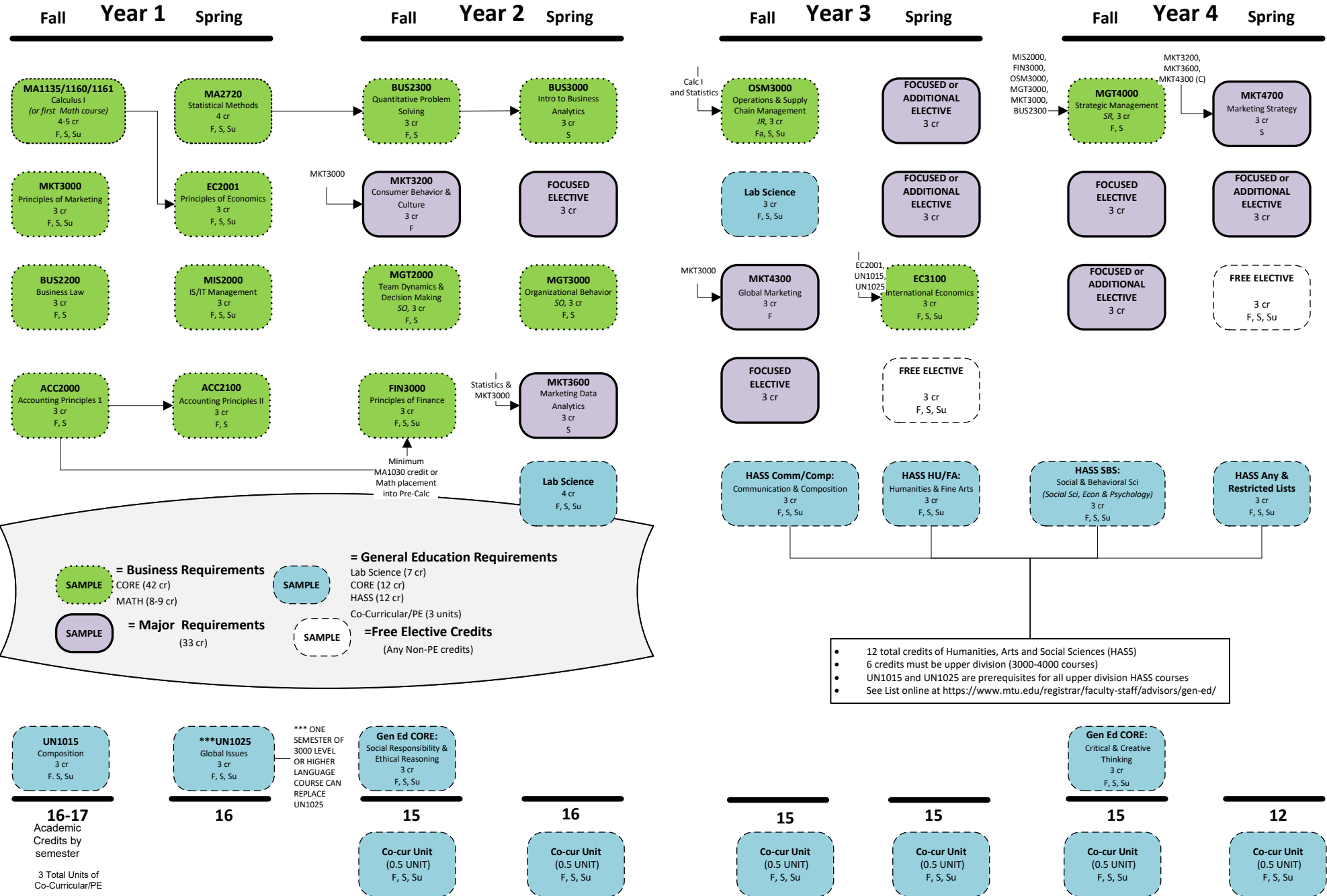
MARKETING (BMKT)

*FLOWCHART

2023-24 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 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/

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	Fall
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			