

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

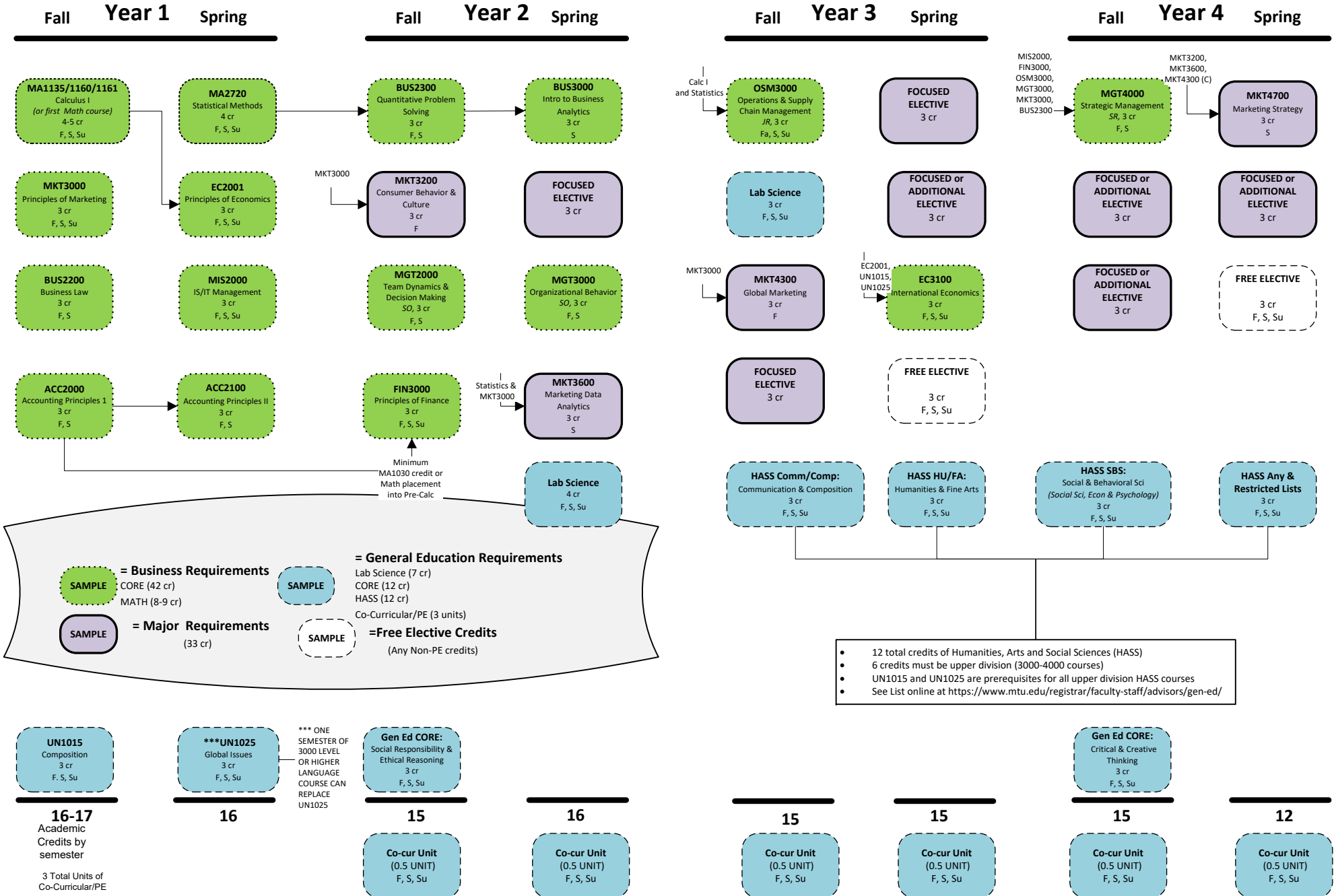


Course Subject and Number  
Course Title  
Level Restrict, Course Credits  
Semesters Offered  
(F=Fall, S=Spring, Su=Summer)

# 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 u.achieve Interactive Degree Audit.



# OFFERED SPRING 2025!

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

[www.mtu.edu/catalog/courses/](http://www.mtu.edu/catalog/courses/)

Marketing Electives: 21 credits			Typical Semester Offered
<b>Focused Electives: 9-21 credits</b>			
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
<b>Additional Electives: 0-12 credits</b>			
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			