

Marketing & Logistics Management - Double Major 2019-20

Contact the Marketing & Hospitality Services Administration Department: Smith 100, (989) 774-3701 to declare this major

Courses for the BS in BA Degree are completed in a specific sequence. See advisor.

<u>FIRST SEMESTER</u>		<u>SECOND SEMESTER</u>			
* BUS 100	Essential Business Skills	3 cr	* BIS 101WI	Essential Bus. Communications Skills	3 cr
MTH 107	College Algebra (<i>if needed</i>)	3 cr	* ECO 202	Microeconomics (UP IIB) or ECO 203	3 cr
_____	Competency (ENG 101)	3 cr	* MTH 217	Bus. Calculus or MTH 132 Calc. I (UP IIB)	4 cr
_____	University Program	3 cr	_____	University Program	3 cr
_____ WI	University Program	3 cr	_____	Competency (Oral English)	3 cr
<u>THIRD SEMESTER</u>		Must earn a minimum 2.50 overall GPA to enroll in ACC 255, BIS 255, MGT 258 & MKT 255. Final MTH/STA course may be taken in this semester.			
* ACC 250	Intro to Financial Accounting	3 cr	<u>FOURTH SEMESTER</u>		
* ECO 204	Principles of Macro/Global Economics	3 cr	ACC 255	Managerial Accounting & Decision Making	3 cr
* BLR 235	Business Law (<i>some sections offered WI</i>)	3 cr	BIS 255	Information Systems	3 cr
* STA 282QR	Intro to Statistics or STA 382QR (UP IIB)	3 cr	MKT 255	Intro to Logistics and Physical Distribution	3 cr
_____	Competency (ENG 201)	3 cr	MGT 258	Effective Mgt. of Human Resources	3 cr
<i>Students earn Admission when they have:</i>					
<ul style="list-style-type: none"> • Completion of the courses above in bold, • A minimum 2.0 GPA average in the courses marked with *, and • A minimum overall CMU GPA of 2.50. 					
<u>FIFTH SEMESTER</u>		<u>SIXTH SEMESTER</u>			
FIN 302	Integrated Financial Analysis	3 cr	MKT 305	Buyer Behavior	3 cr
MGT 303	Integrated Supply Chain Management	3 cr	MKT 310	Marketing Communications	3 cr
MKT 304	Integrated Marketing Management	3 cr	MKT 432	Logistics Strategy	3 cr
MKT 431	Logistics Operations	3 cr	BUS 301	Integrated Business Experience	3 cr
MGT 333	Purchasing Management	3 cr	_____ WI	University Program	3 cr
<i>Students may enroll in FIN 302, MGT 303 & MKT 304 if they have earned Admission and have completed ACC 255, BIS 255 & MGT 258.</i>					
MKT 490-Internship in Marketing 3 cr					
<u>SEVENTH SEMESTER</u>			<u>EIGHTH SEMESTER</u>		
MKT 450	Marketing Research	3 cr	MGT 499	Integrated Capstone-Strategic Mgt.	3 cr
MKT 465	Supply Chain Management	3 cr	MKT 499	Strategic Marketing Problems	3 cr
PHL 318	Business Ethics	3 cr	_____	University Program	3 cr
_____	University Program	3 cr	_____	University Program	3 cr
_____	University Program (<i>if needed</i>)	3 cr	_____	University Program	3 cr
<i>(may need an additional WI course)</i>					

Business Student Services • Crawn 113 • 989.774.3124 • website: cba.cmich.edu • email: cba@cmich.edu

Prerequisites

- MKT 304 →**all other MKT courses**
- MKT 255, MKT 305, MKT 310, & MKT 450 →**MKT 499**
- MKT 255 →**MKT 431**
- MKT 255 & MKT 304 →**MKT 432**
- MKT 431 & MKT 432 →**MKT 465**
- BUS 300QR or BUS 503QR, BUS 301, FIN 302, MGT 303, MKT 304 →**MGT 499**

Major specific details

Marketing Course Offerings:

- Most marketing courses are offered in fall & spring semesters.

Graduation Requirements

- 120-124 credits—based on bulletin year
- 40 credits at the 300 level or above
- Minimum 2.0 cumulative GPA
- 30 credits minimum completed from CMU
- 60 academic credits from an accredited 4-yr institution
- Only 6 credits from PED & RLA count towards graduation

Apply for graduation online at **Degree Progress** two semesters before you plan to graduate using the graduation tab.

Apply by: Oct. 1 for May grad.,
Feb. 1 for Aug. grad., and Apr. 1 for Dec. grad.

Degree Progress

Students are strongly encouraged to pay attention to prerequisites, keep track of course offerings, review requirements in Degree Progress, and meet with an academic advisor on a regular basis.

Login to **Handshake** at careers.cmich.edu for:
Internship & Job Postings • Mock Interview Program
Employer Database of Contacts • On-Campus Interviews
Capital City Internship Program • Calendar of Career Events

Additional Credits

Students may need additional courses to reach the graduation requirement and 40 credits at the 300 level or above.

Offerings

Some upper level major courses may only be offered in fall or spring. Please consult with the department of your major.

Study Abroad

UP Group IVB can be fulfilled with an approved study abroad experience.