

Marketing & Logistics Management - Double Major 2020-21

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	
MTH 107	College Algebra (<i>if needed</i>)	3 cr	*BIS 101WI Essential Bus. Communications Skills 3 cr
_____	Competency (ENG 101)	3 cr	*ECO 202 Microeconomics (UP IIB) or ECO 203 3 cr
_____	University Program	3 cr	*MTH 217 Bus. Calculus or MTH 132 Calc. I (UP IIB) 4 cr
_____ WI	University Program	3 cr	_____ University Program 3 cr
			_____ Competency (Oral English) 3 cr
<u>THIRD SEMESTER</u>		<u>FOURTH SEMESTER</u>	
*ACC 250	Intro to Financial Accounting	3 cr	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.
*ECO 204	Principles of Macro/Global Economics	3 cr	
*BLR 235	Business Law (<i>some sections offered WI</i>)	3 cr	
*STA 282QR	Intro to Statistics or STA 382QR (UP IIB)	3 cr	
_____	Competency (ENG 201)	3 cr	ACC 255 Managerial Accounting & Decision Making 3 cr
<div style="background-color: #f0f0f0; padding: 5px; margin: 5px auto; width: 80%;"> Students earn Admission when they have: </div> <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. 			
FIN 302	Integrated Financial Analysis	3 cr	BIS 255 Information Systems 3 cr
MGT 303	Integrated Supply Chain Management	3 cr	MKT 255 Intro to Logistics and Physical Distribution 3 cr
MKT 304	Integrated Marketing Management	3 cr	MGT 258 Effective Mgt. of Human Resources 3 cr
MKT 431	Logistics Operations	3 cr	BUS 300QR Bus Stats -or- BUS 503QR Lean Six Sigma 3 cr
MGT 333	Purchasing Management	3 cr	
<u>FIFTH SEMESTER</u>			
<u>SIXTH SEMESTER</u>			
MKT 305	Buyer Behavior	3 cr	
MKT 310	Marketing Communications	3 cr	
MKT 432	Logistics Strategy	3 cr	
BUS 301	Integrated Business Experience	3 cr	
_____ WI	University Program	3 cr	
Students may enroll in FIN 302, MGT 303 & MKT 304 if they have earned Admission and have completed ACC 255, BIS 255 & MGT 258.			
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
(may need an additional WI course)			

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.