

2014–15 Marketing Academic Map

Department of Management and Marketing

Middle Tennessee State University • Murfreesboro



An academic map is a suggested four-year schedule of courses based on degree requirements in the undergraduate catalog. This sample schedule serves as a general guideline to help build a full schedule each term. Milestones, courses, and special requirements necessary for timely progress to complete a major are designated to keep you on track to graduate in four years. ***Missing milestones could delay your program.***

This map is not a substitute for academic advisement—contact your advisor if you have any questions about scheduling or about your degree requirements. Also see the current undergraduate catalog (catalog.mtsu.edu) for a complete list of requirements and electives. *Note: Requirements are continually under revision, and there is no guarantee they will not be changed or revoked; contact the department and/or program area for current information.*

You may choose to attend a summer term to reduce your load during fall or spring terms but still stay on track to graduate in four years (see back). NOTE: Learning Support courses will alter the sequences on this map.

Suggested Fall/Spring Four-Year Schedule with Business Administration Minor

FRESHMAN FALL			FRESHMAN SPRING		
Course	Hours	Milestones/Notes	Course	Hours	Milestones/Notes
ENGL 1010 (Comm)	3		ENGL 1020 (Comm)	3	
MATH 1630 or 1810 (Math)	3		COMM 2200 (Comm)	3	
Nat Sci (Rubric 1)	4		Nat Sci (Rubric 2)	4	
ECON 2410* (Soc/Beh Sci)	3		ECON 2420*	3	
Elective	1		Elective	3	
SUBTOTAL	14		SUBTOTAL	16	
SOPHOMORE FALL			SOPHOMORE SPRING		
ENGL 2020, ENGL 2030, or HUM 2610 (Hum/FA)	3		HUM/FA (Rubric 2)	3	
HUM/FA (Rubric 1)	3		HIST 2010, HIST 2020, or HIST 2030	3	
HIST 2010, HIST 2020, or HIST 2030	3		Soc/Beh Sci	3	
ACTG 2110*	3	Prereq: College-level math; ENGL 1010	ACTG 2120	3	Prereq: ACTG 2110
Elective	3		QM 2610*	3	Prereq: MATH 1630 or 1810
SUBTOTAL	15		SUBTOTAL	15	
*2.25 GPA in these courses for admission to Jones College of Business					
JUNIOR FALL			JUNIOR SPRING		
MKT 3000	1		INFS 3100	3	
QM 3620	3	Prereq: QM 2610	MGMT 3620	3	Prereq: Junior standing
MGMT 3610	3		FIN 3010	3	Prereq: Junior standing
BCEN 3510	3		MKT 3910§	3	Prereq: MKT 3820
BLAW 3400	3		MKT 3825§	3	
MKT 3820	3		SUBTOTAL	15	
SUBTOTAL	16				
SENIOR FALL			SENIOR SPRING		
MKT 3840§	3	Prereq: MKT 3820	MKT 4000§	2	Prereq: See catalog
MKT 4710§	3	Prereq: MGMT 3610 and MKT 3820	MKT UD elective§	3	Prereq: See catalog
ECON 3210	3	Prereq: ECON 2410	MKT UD elective§	3	Prereq: See catalog
MKT 3930§	3	Prereq: MKT 3820 and QM 3620	MKT 4890§	3	Prereq: MKT 3910, 3930, and six additional hours of MKT
MKT 3850§	3	Prereq: MKT 3820	BUAD 4980§	3	Taken last semester
SUBTOTAL	15		SUBTOTAL	14	
§Admission required					
TOTAL HOURS IN PROGRAM: 120					

Marketing Suggested Fall/Spring/Summer Four-Year Schedule

Refer to www.mtsu.edu/financial-aid/scholarships for information regarding use of the Lottery Scholarship for the summer term.

FRESHMAN FALL			FRESHMAN SPRING		
Course	Hours	Milestones/Notes	Course	Hours	Milestones/Notes
ENGL 1010 (Comm)	3		ENGL 1020 (Comm)	3	
MATH 1630 or 1810 (Math)	3		COMM 2200 (Comm)	3	
Nat Sci (Rubric 1)	4		Nat Sci (Rubric 2)	4	
ECON 2410* (Soc/Beh Sci)	3		ECON 2420*	3	
Elective	1				
SUBTOTAL	14		SUBTOTAL	13	
FRESHMAN SUMMER			SOPHOMORE SPRING		
Hum/FA (Rubric 1)	3		HIST 2010, HIST 2020, or HIST 2030	3	
SUBTOTAL	3		ACTG 2120	3	Prereq: ACTG 2110
SOPHOMORE FALL			QM 2610*	3	Prereq: MATH 1630 or 1810
ENGL 2020, ENGL 2030, or HUM 2610 (Hum/FA)	3		Elective	3	
HIST 2010, HIST 2020, or HIST 2030	3		SUBTOTAL	12	
ACTG 2110*	3	Prereq: College-level math; ENGL 1010	SOPHOMORE SUMMER		
Elective	3		MKT 3820	3	
SUBTOTAL	12		SUBTOTAL	3	
*2.25 GPA in these courses for admission to Jones College of Business					
2.25 GPA overall required for admission to Jones College of Business					
JUNIOR FALL			JUNIOR SPRING		
MKT 3000	1		MGMT 3620	3	Prereq: Junior standing
QM 3620	3	Prereq: QM 2610	MKT 3825§	3	
MGMT 3610	3		ECON 3210	3	Prereq: ECON 2410
INFS 3100	3		MKT 3910§	3	Prereq: MKT 3820
BLAW 3400	3		SUBTOTAL	12	
SUBTOTAL	13		JUNIOR SUMMER		
BCEN 3510	3		FIN 3010	3	Prereq: Junior standing
SUBTOTAL	3		SUBTOTAL	3	
SENIOR FALL			SENIOR SPRING		
MKT 3840§	3	Prereq: MKT 3820	MKT 4710§	3	Prereq: MGMT 3610 and MKT 3820
MKT 3850§	3	Prereq: MKT 3820	MKT 4000§	2	
MKT 3930§	3	Prereq: MKT 3820 and QM 3620	MKT UD elective§	3	Prereq: See catalog
MKT UD elective§	3	Prereq: See catalog	MKT 4890§	3	Prereq: MKT 3910, 3930, and six additional hours of MKT
SUBTOTAL	12		BUAD 4980§	3	Taken last semester
TOTAL HOURS IN PROGRAM: 120			SUBTOTAL	14	

In addition to the courses listed on this map, students must meet specific GPA and residency requirements. See Undergraduate Degree Requirements at catalog.mtsu.edu for specific information.