

# 2022–23 Marketing—Digital Marketing Academic Map

Department of Marketing • MTSU • 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](http://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         |                                   |
| <b>SUBTOTAL</b>   | <b>14</b> |   | <b>SUBTOTAL</b>   | <b>16</b> |                                   |
| 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, 2020, 2030, 2040, or 2050                                  | 3         |                                   |
| HIST 2010, 2020, 2030, 2040, or 2050                                  | 3         |   | Soc/Beh Sci   | 3         |                                   |
| ACTG 2110*  | 3         | Prereq: College-level math; ENGL 1010                   | ACTG 2120   | 3         | Prereq: ACTG 2110                 |
| Elective  | 3         |   | BIA 2610*   | 3         | Prereq: MATH 1630 or 1810         |
| <b>SUBTOTAL</b>   | <b>15</b> |   | <b>SUBTOTAL</b>   | <b>15</b> |                                   |
| *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 3010§   | 3         | Prereq: Junior standing                                 | INFS 3100   | 3         | Prereq: Junior standing           |
| BIA 3620  | 3         | Prereq: BIA 2610; Jr.                                   | BUS 3000  | 3         | Prereq: Junior standing           |
| MGMT 3610   | 3         | Prereq: Junior standing                                 | FIN 3010  | 3         | Prereq: Junior standing           |
| BLAW 3400   | 3         | Prereq: Junior standing                                 | MKT 3850§   | 3         | Prereq: MKT 3820; jr. standing    |
| MKT 3820  | 3         | Prereq: Junior standing                                 | MKT 3930§   | 3         | Prereq: MKT 3820; BIA 2610 or POD |
| <b>SUBTOTAL</b>   | <b>15</b> |   | <b>SUBTOTAL</b>   | <b>15</b> |                                   |
| SENIOR FALL   |           |   | SENIOR SPRING   |           |                                   |
| MKT 3830, 3840, 3855, 3865, 4510, 4640, 4870, 4950, or INFS 2400§     | 3         | Prereq: See catalog                                     | MKT 3830, 3840, 3855, 3865, 4510, 4640, 4870, 4950, or INFS 2400§     | 3         | Prereq: See catalog               |
| MKT 4170§   | 3         | Prereq: See catalog                                     | MKT 3900§   | 3         | Prereq: See catalog               |
| Business elective   | 3         |   | MKT 3910§   | 3         | Prereq: See catalog               |
| BCED 3510   | 3         | Prereq: Jr. standing                                    | MKT 3825§   | 3         | Prereq: See catalog               |
| MKT 4890§   | 3         | Prereq: MKT 3010, 3930, and six additional hours of MKT | BUAD 4980§  | 3         | Taken last semester               |
| <b>SUBTOTAL</b>   | <b>15</b> |   | <b>SUBTOTAL</b>   | <b>15</b> |                                   |

§Admission required

**TOTAL HOURS IN PROGRAM: 120**

# Marketing—Digital Marketing

## Suggested Fall/Spring/Summer Four-Year Schedule

Refer to [www.mtsu.edu/financial-aid/scholarships](http://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         |   |  |           |                                   |
| <b>SUBTOTAL</b>  | <b>14</b> |   | <b>SUBTOTAL</b>  | <b>13</b> |                                   |
| FRESHMAN SUMMER  |           |   | FRESHMAN SUMMER  |           |                                   |
| Elective   | 3         |   | Elective   | 3         |                                   |
| <b>SUBTOTAL</b>  | <b>3</b>  |   | <b>SUBTOTAL</b>  | <b>3</b>  |                                   |
| SOPHOMORE FALL   |           |   | SOPHOMORE SPRING   |           |                                   |
| ENGL 2020, ENGL 2030, or HUM 2610 (Hum/FA)                                   | 3         |   | HIST 2010, 2020, 2030, 2040, or 2050   | 3         |                                   |
| HUM/FA (Rubric 1)  | 3         |   | Soc/Beh Sci  | 3         |                                   |
| HIST 2010, 2020, 2030, 2040, or 2050   | 3         |   | ACTG 2120  | 3         | Prereq: ACTG 2110                 |
| ACTG 2110*   | 3         | Prereq: College-level math; ENGL 1010                   | BIA 2610*  | 3         | Prereq: MATH 1630 or 1810         |
| <b>SUBTOTAL</b>  | <b>12</b> |   | <b>SUBTOTAL</b>  | <b>12</b> |                                   |
| <i>*2.25 GPA in these courses for admission to Jones College of Business</i> |           |   | <i>*2.25 GPA overall required for admission to Jones College of Business</i> |           |                                   |
| SOPHOMORE SUMMER   |           |   | SOPHOMORE SUMMER   |           |                                   |
| MKT 3820   | 3         | Prereq: Junior standing                                 | HUM/FA (Rubric 2)  | 3         | Prereq: Junior standing           |
| <b>SUBTOTAL</b>  | <b>3</b>  |   | <b>SUBTOTAL</b>  | <b>3</b>  |                                   |
| JUNIOR FALL  |           |   | JUNIOR SPRING  |           |                                   |
| MKT 3010§  | 3         | Prereq: Junior standing                                 | INFS 3100  | 3         | Prereq: Junior standing           |
| BIA 3620   | 3         | Prereq: BIA 2610; Jr.                                   | BUS 3000   | 3         | Prereq: Junior standing           |
| MGMT 3610  | 3         | Prereq: Junior standing                                 | FIN 3010   | 3         | Prereq: Junior standing           |
| BLAW 3400  | 3         | Prereq: Junior standing                                 | MKT 3850§  | 3         | Prereq: MKT 3820; jr. standing    |
|  |           |   | MKT 3930§  | 3         | Prereq: MKT 3820; BIA 2610 or POD |
| <b>SUBTOTAL</b>  | <b>12</b> |   | <b>SUBTOTAL</b>  | <b>15</b> |                                   |
| SENIOR FALL  |           |   | SENIOR SPRING  |           |                                   |
| MKT 3830, 3840, 3855, 3865, 4510, 4640, 4870, 4950, or INFS 2400§            | 3         | Prereq: See catalog                                     | MKT 3830, 3840, 3855, 3865, 4510, 4640, 4870, 4950, or INFS 2400§            | 3         | Prereq: See catalog               |
| MKT 4170§  | 3         | Prereq: See catalog                                     | MKT 3900§  | 3         | Prereq: See catalog               |
| Business elective  | 3         |   | MKT 3910§  | 3         | Prereq: See catalog               |
| BCED 3510  | 3         | Prereq: Jr. standing                                    | MKT 3825§  | 3         | Prereq: See catalog               |
| MKT 4890§  | 3         | Prereq: MKT 3010, 3930, and six additional hours of MKT | BUAD 4980§   | 3         | Taken last semester               |
| <b>SUBTOTAL</b>  | <b>15</b> |   | <b>SUBTOTAL</b>  | <b>15</b> |                                   |
| <i>§Admission required</i>   |           |   |  |           |                                   |
| <b>TOTAL HOURS IN PROGRAM: 120</b>   |           |   |  |           |                                   |

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](http://catalog.mtsu.edu) for specific information.