

2023–24 Marketing—Digital Marketing Academic Map

Department of Marketing • MTSU • Murfreesboro



STATE UNIVERSITY.

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, 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
BIA 2610*	3	Prereq: MATH 1630 or 1810	Elective	3	
SUBTOTAL	15		SUBTOTAL	15	
*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
SUBTOTAL	15		SUBTOTAL	15	
SENIOR FALL			SENIOR SPRING		
MKT 3830, 3840, 3855, 3865, 4510, 4870, 4950, or INFS 2400; MKT 3920 or 4640	3	Prereq: See catalog; courses may require admission to COB	MKT 3830, 3840, 3855, 3865, 4510, 4870, 4950, or INFS 2400; MKT 3920 or 4640	3	Prereq: See catalog; courses may require admission to COB
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
SUBTOTAL	15		SUBTOTAL	15	

§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 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			FRESHMAN SUMMER		
Elective	3		Elective	3	
SUBTOTAL	3		SUBTOTAL	3	
SOPHOMORE FALL			SOPHOMORE SPRING		
ENGL 2020, ENGL 2030, or HUM 2610 (Hum/FA)	3		HIST 2010, 2020, 2030, 2040, or 2050	3	
BIA 2610*	3	Prereq: MATH 1630 or 1810	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	HUM/FA (Rubric 1)	3	
SUBTOTAL	12		SUBTOTAL	12	
<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
SUBTOTAL	3		SUBTOTAL	3	
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
SUBTOTAL	12		SUBTOTAL	15	
SENIOR FALL			SENIOR SPRING		
MKT 3830, 3840, 3855, 3865, 4510, 4870, 4950, or INFS 2400; MKT 3920 or 4640	3	Prereq: See catalog; courses may require admission to COB	MKT 3830, 3840, 3855, 3865, 4510, 4870, 4950, or INFS 2400; MKT 3920 or 4640	3	Prereq: See catalog; courses may require admission to COB
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
SUBTOTAL	15		SUBTOTAL	15	
<i>§Admission required</i>					
TOTAL HOURS IN PROGRAM: 120					

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.