

2024–25 Marketing—Digital Marketing Academic Map

Department of Marketing • MTSU • Murfreesboro



Scan the QR code or [click here](#) for more information about the new True Blue Core (TBC).

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.*

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

FRESHMAN FALL			FRESHMAN SPRING		
Course	Hours	Milestones/Notes	Course	Hours	Milestones/Notes
Written Communication	3	TBC	Information Literacy	3	TBC
MATH 1630 or 1810	3	TBC; Major	Non-Written Communication	3	TBC
Scientific Literacy	4	TBC; one must come from Discovery	Scientific Literacy	4	TBC; one must come from Discovery
ECON 2410*	3	TBC; Major	ECON 2420*	3	TBC; Major
Elective	1		Elective	3	
SUBTOTAL	14		SUBTOTAL	16	
SOPHOMORE FALL			SOPHOMORE SPRING		
Creativity and Cultural Expression Literature	3	TBC	Creativity and Cultural Expression	3	TBC; one must come from Discovery
Creativity and Cultural Expression	3	TBC; one must come from Discovery	History and Civic Learning	3	TBC; one must come from Discovery
History and Civic Learning	3	TBC; one must come from Discovery	Elective	3	
ACTG 2110*	3	Prereq: College-level math; Written Comm.	ACTG 2120	3	Prereq: ACTG 2110
BIA 2610*	3		Elective	3	
SUBTOTAL	15		SUBTOTAL	15	
<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>		
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	
<i>§Admission required</i>					
TOTAL HOURS IN PROGRAM: 120					

Marketing—Digital Marketing

Suggested Fall/Spring/Summer Four-Year Schedule

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

NOTE: Learning Support courses will alter the sequences on this map.

FRESHMAN FALL			FRESHMAN SPRING		
Course	Hours	Milestones/Notes	Course	Hours	Milestones/Notes
Written Communication	3	TBC	Information Literacy	3	TBC
MATH 1630 or 1810	3	TBC; Major	Non-Written Communication	3	TBC
Scientific Literacy	4	TBC; one must come from Discovery	Scientific Literacy	4	TBC; one must come from Discovery
ECON 2410*	3	TBC; Major	ECON 2420*	3	TBC; Major
Elective	1				
SUBTOTAL	14		SUBTOTAL	13	
FRESHMAN SUMMER			FRESHMAN SUMMER		
Elective	3		Elective	3	
SUBTOTAL	3		SUBTOTAL	3	
SOPHOMORE FALL			SOPHOMORE SPRING		
Creativity and Cultural Expression Literature	3	TBC; one must come from Discovery	History and Civic Learning	3	TBC; one must come from Discovery
BIA 2610*	3		Elective	3	
History and Civic Learning	3	TBC; one must come from Discovery	ACTG 2120	3	Prereq: ACTG 2110
ACTG 2110*	3	Prereq: College-level math; Written Comm.	Creativity and Cultural Expression	3	TBC; one must come from Discovery
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	Creativity and Cultural Expression	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.