

Advanced Course Planning & Bidding Overview

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Northwestern | Kellogg

TODAY'S PURPOSE

- Course Selection Considerations
- Advanced Course Planning
- Bidding Overview

AGENDA

Course Selection

- Graduation Requirements
- Course Considerations
- Majors, Pathways & Additional Resources

BidReg System

- Video Demo – Plan Path & Set Schedule

Bidding Overview

- Bidding Process
- Strategies & Pitfalls

Next Steps

- Identify Courses to Bid On
- 10/8 Bidding Presentation



COURSE SELECTION

MMM GRADUATION REQUIREMENTS

While Kellogg's innovative academic approach is highly customizable, there are **five basic requirements** necessary to graduate from the MMM Program

28.5 credits minimum (must include 20.5 Kellogg credits & 8.0 McCormick credits)

7 quarters of full-time study (3-5 credits/quarter)

Core courses completed by end of Spring 2026

2nd Year Fall core course PACT-440-5

Summer Internship/Work Experience

MMM CLASS OF 2027 – ACADEMIC JOURNEY AT-A-GLANCE

FIRST YEAR	SUMMER		FALL*		WINTER		SPRING	
	Business Analytics (DECS-440/Turbo)		Leadership in Org. (MORS-430)		Microeconomics (MECN-430)		Applied Advanced Analytics (OPNS-441)	
	Accounting (ACCT-430/451)		Business Strategy (STRT-431)		Dsg. & Mng. Business Processes (OPNS-440)		Finance II (FINC-431) or Advanced OPNS Elective <i>(if not previously taken)</i>	
	Appropriability by Design (DSGN-460)		Marketing or Finance II (MKTG-430 or FINC-431)		Marketing or Finance II (MKTG-430 or FINC-431) <i>(if not previously taken)</i>		Growth Innov. (DSGN-465)	
	Finance I or ACF (FINC-430/440)		Research-Design-Build (DSGN-490)		Innov. Strategy (DSGN 485)			
			Whole Brain (DSGN-426)	RDB Lab (DSGN-490)				
SUMMER INTERNSHIP								
SECOND YEAR	SUMMER		FALL		WINTER		SPRING	
			Mindful Product Management (DSGN-475)		Business Innovation Lab (DSGN-480; 2 Credits)			
			CUE (DSGN-470) OR DDD (DSGN-425)					
			Leadership & Crisis Mgmt. (PACT-440-5)					

*Students who have completed both Marketing and Finance II are eligible to choose from a selected list of electives.

NOTE: **Bold** indicates courses in which you will be manually enrolled – bidding required for all courses not in **bold**

MMM CORE COURSES: MUST COMPLETE BY SPRING 2026

	Quarter Offered	
	Winter	Spring
Finance II (FINC-431)*	●	●
Marketing Management (MKTG-430)*	●	
Microeconomics (MECN-430)*	●	
Designing & Managing Business Processes (OPNS-440)*	●	
Applied Advanced Analytics (OPNS-441)		●
Operations Elective**	●	●

* *Unless waived*

** *May be taken in 2nd year*

2Y GRADUATION REQUIREMENTS

While Kellogg's innovative academic approach is highly customizable, there are **five basic Kellogg requirements** necessary to graduate from the 2Y Program

6 quarters of full-time study (3-5 credits/quarter)

20.5 Kellogg credits (minimum)

Core courses completed by end of Spring 2026

2nd Year Fall core course PACT-440-5

Summer Internship/Work Experience

2Y CORE COURSES YOU MUST BID FOR AND COMPLETE IN 2025-26 ACADEMIC YEAR

	Quarter Offered	
	Winter	Spring
Finance I (FINC-430)*	●	
Marketing Management (MKTG-430)*	●	
Microeconomics (MECN-430)	●	
Operations Management (OPNS-430)	●	●

*Unless completed in Fall Quarter or waived. NOTE: Partial waivers may be fulfilled in any quarter prior to graduation.

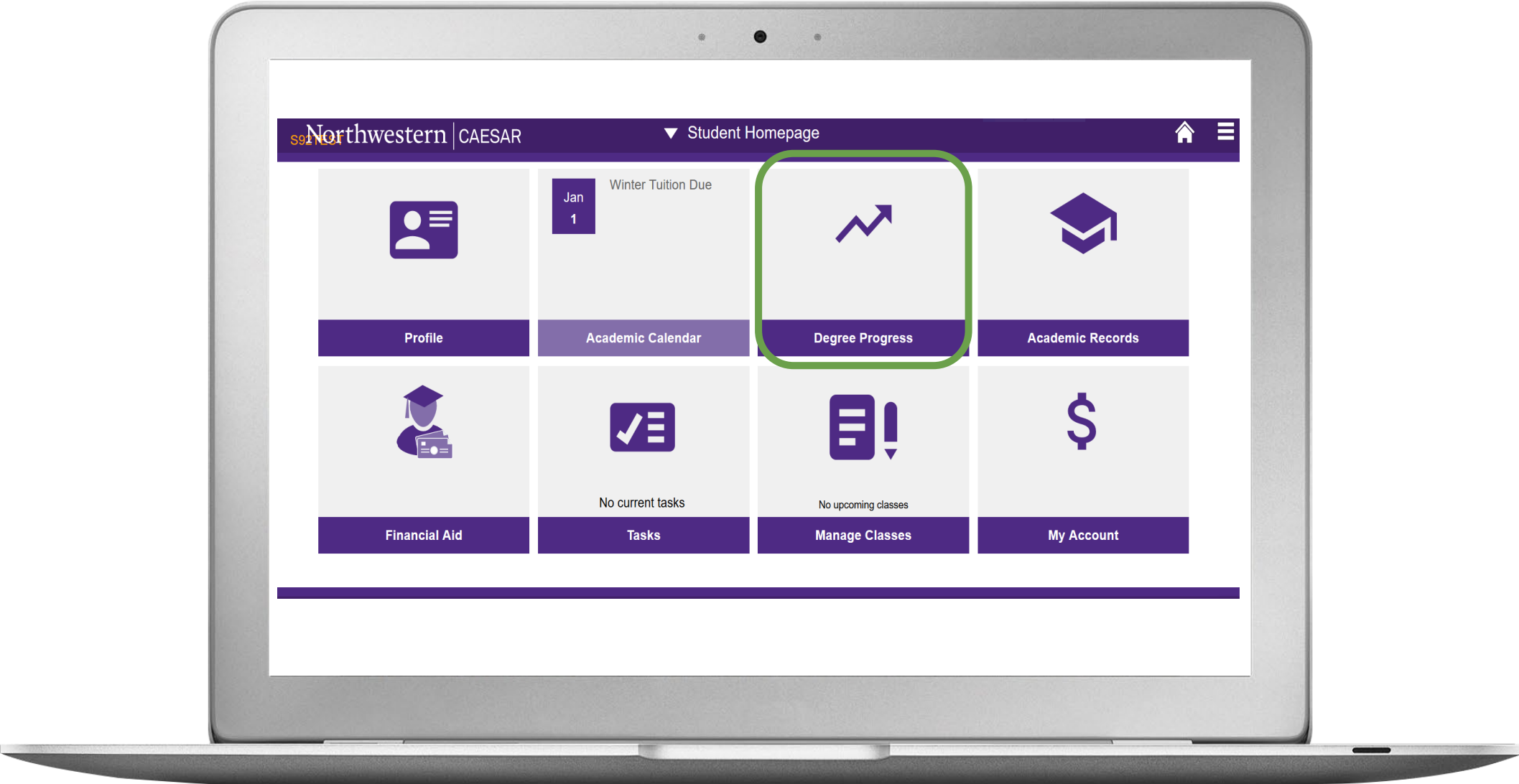
2Y KELLOGG ACADEMIC JOURNEY AT-A-GLANCE

Curriculum provides solid foundation through core courses and customization through electives

FIRST YEAR	PRE-TERM	FALL		WINTER*	SPRING
	Leadership in Organizations (MORS-430)	Business Analytics II (DECS-431)		Finance (FINC-430) <u>or</u> Marketing (MKTG-430)	Operations (OPNS-430) <i>if not previously completed</i>
	Business Analytics I (DECS-430-5)	Accounting (ACCT-430/434/451)		Microeconomics (MECN-430)	
		Business Strategy (STRT-431)		Operations (OPNS-430) <i>optional timing</i>	
		Finance (FINC-430/440) <u>or</u> Marketing (MKTG-430)			
SUMMER INTERNSHIP					
SECOND YEAR	PRE-TERM	FALL		WINTER	SPRING
		Leadership & Crisis Management. (PACT-440-5)			

* Winter, Spring & PACT-440-5 core courses enrolled via bidding (not manually); Table example assumes no waivers.

DEGREE PROGRESS REPORT - CAESAR



2Y: OPERATIONS - WINTER OR SPRING?

Take Winter Quarter If...

- Internship has **non-flexible/negotiable early start date** (Investment Banking and some Tech companies)
- **Opting for early internship start date** to accommodate KWEST leadership or other end-of-summer obligations
- Credit space created by MECN-430, FINC-430 and/or MKTG-430 **waivers**

Take Spring Quarter If...

- Internship timing **does not impact Spring quarter exams**
- **Desire to prioritize an elective** in Winter Quarter over OPNS-430 requirement

VENTURE/PRIVATE EQUITY LAB - CONSIDERATIONS

If you are applying to Venture Lab or Private Equity Lab, the expectation is that you work 2 days per week. Please note:

- You must schedule your work around your core classes
 - MECN-430, MKTG-430 or OPNS-430 (if you choose to take it in the Winter)
 - Bid for MECN-430, MKTG-430 or OPNS-430 section(s) that best meet the firm's suggested schedule
- Working 2 days per week with a full load of classes and while recruiting is a very heavy load

COURSE SELECTION CONSIDERATIONS

CAREER

Immediately post-Kellogg
and beyond

BREADTH

Variety of industries and
functional areas

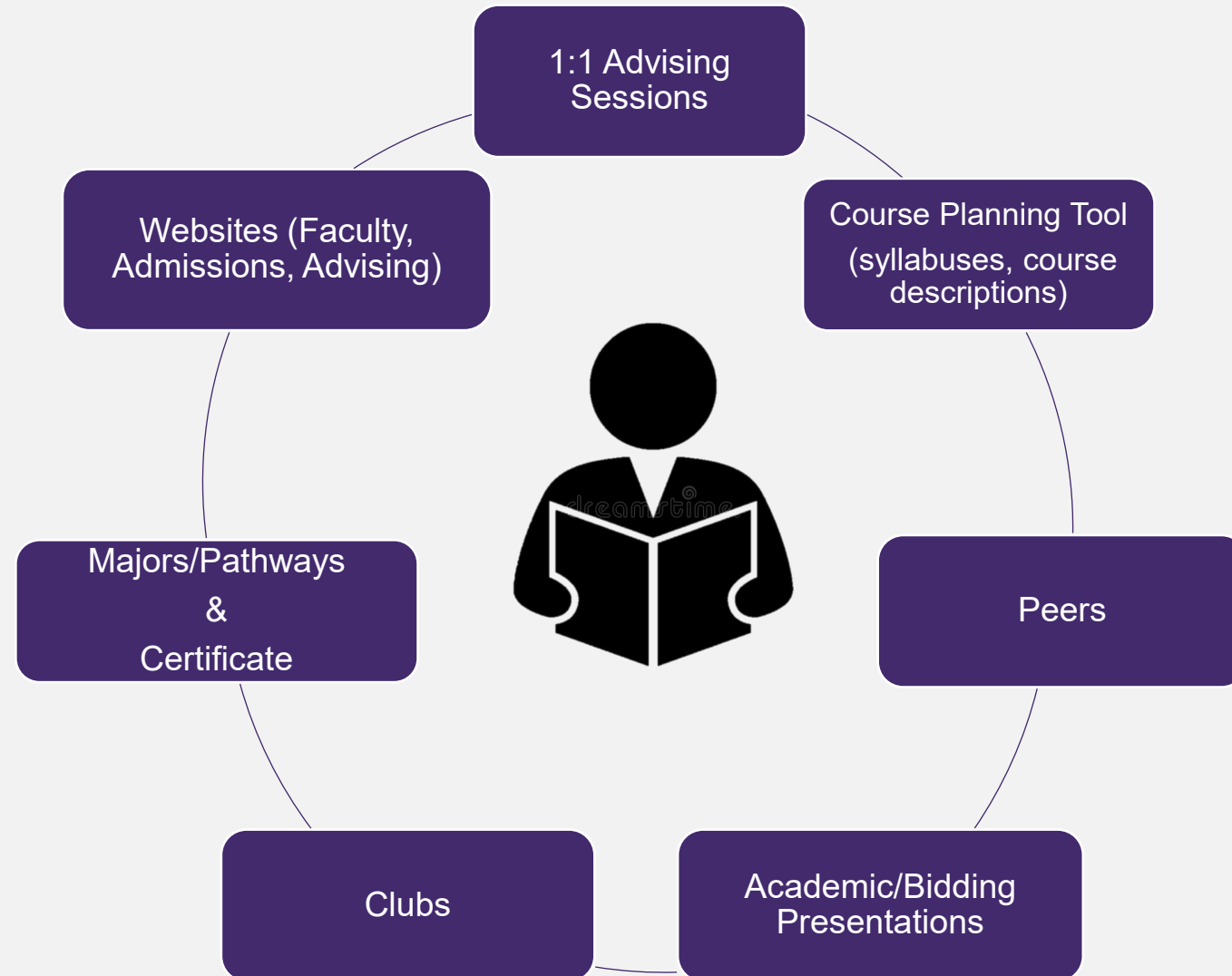
GAPS

Reflect on your background
and where you are headed

GUIDANCE

From faculty, students,
advising staff and alums

COURSE SELECTION INPUTS



COURSE LOAD CONSIDERATIONS

Non-academic obligations (e.g. recruiting, extra-curricular)

Balance

- Quantitative and qualitative
- Group versus individual work

Degree requirements

Strategic inclusion of 0.5 credit courses

3 credit minimum
5 credit maximum

International students must take at least 2 in-person courses.

MAJORS

Specific academic requirements (generally, core + 4)

Will appear on your transcript

Springboard for an elective search within area of interest

NOT a graduation requirement

Accounting // Economics // Finance // Marketing //
Managing Organizations // Operations // Strategy //

PATHWAYS



No specific academic requirements

Will not appear on your transcript

Springboard for an elective search within
area of interest

AI and Analytics // Asset Management // Sustainability: Climate, Environment, & Energy// Entrepreneurship // Growth & Scaling // Healthcare at Kellogg // Real Estate // Sustainability: Social Impact and Responsible Leadership // Technology Management // Venture Capital & Private Equity //

COURSE SELECTION ADDITIONAL RESOURCES

Academics on the Serial

Independent and Field Study

Taking Courses at Other Northwestern Schools

Experiential Learning

Information and Advice from Faculty

Global Opportunities

San Francisco Immersion Program

Certificate in the Business of Healthcare

A man with a shaved head, wearing a blue t-shirt, is smiling and looking towards the camera while working on a laptop. He is in a classroom or meeting room with other people blurred in the background. A large purple triangle is overlaid on the right side of the image.

COURSE PLANNING TOOL DEMO VIDEO

BIDREG SYSTEM

ON-LINE PLATFORM THAT ALLOWS STUDENTS TO PLAN THEIR ACADEMIC JOURNEY



Browse **Course Catalog** and “**tag**” courses you’re interested in

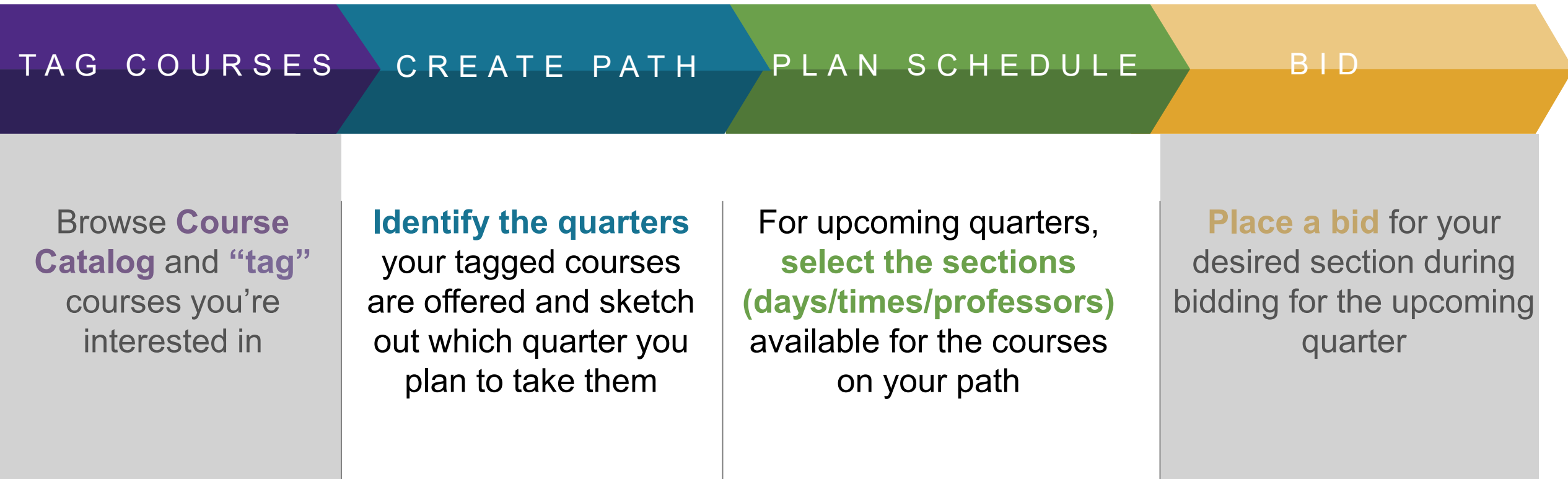
Identify the quarters your tagged courses are offered and sketch out which quarter you plan to take them

For upcoming quarters, **select the sections (days/times/professors)** available for the courses on your path

Place a bid for your desired section during bidding for the upcoming quarter

BIDREG SYSTEM

ON-LINE PLATFORM THAT ALLOWS STUDENTS TO PLAN THEIR ACADEMIC JOURNEY



ADVANCED COURSE PLANNING DEMO



A woman with long brown hair, wearing a blue top, is smiling and looking towards the right. In the background, other people are blurred, including a man with a beard. A large purple diagonal shape covers the right side of the image, containing the text 'BIDDING OVERVIEW'.

BIDDING OVERVIEW

SECTION NUMBER KEY

EVANSTON CAMPUS

Section 30: Full-time only

Section 40: Full-time / Evening & Weekend

CHICAGO CAMPUS

Section 60: Evening Only

Section 70: Weekend Only

Section 80: Evening / Weekend

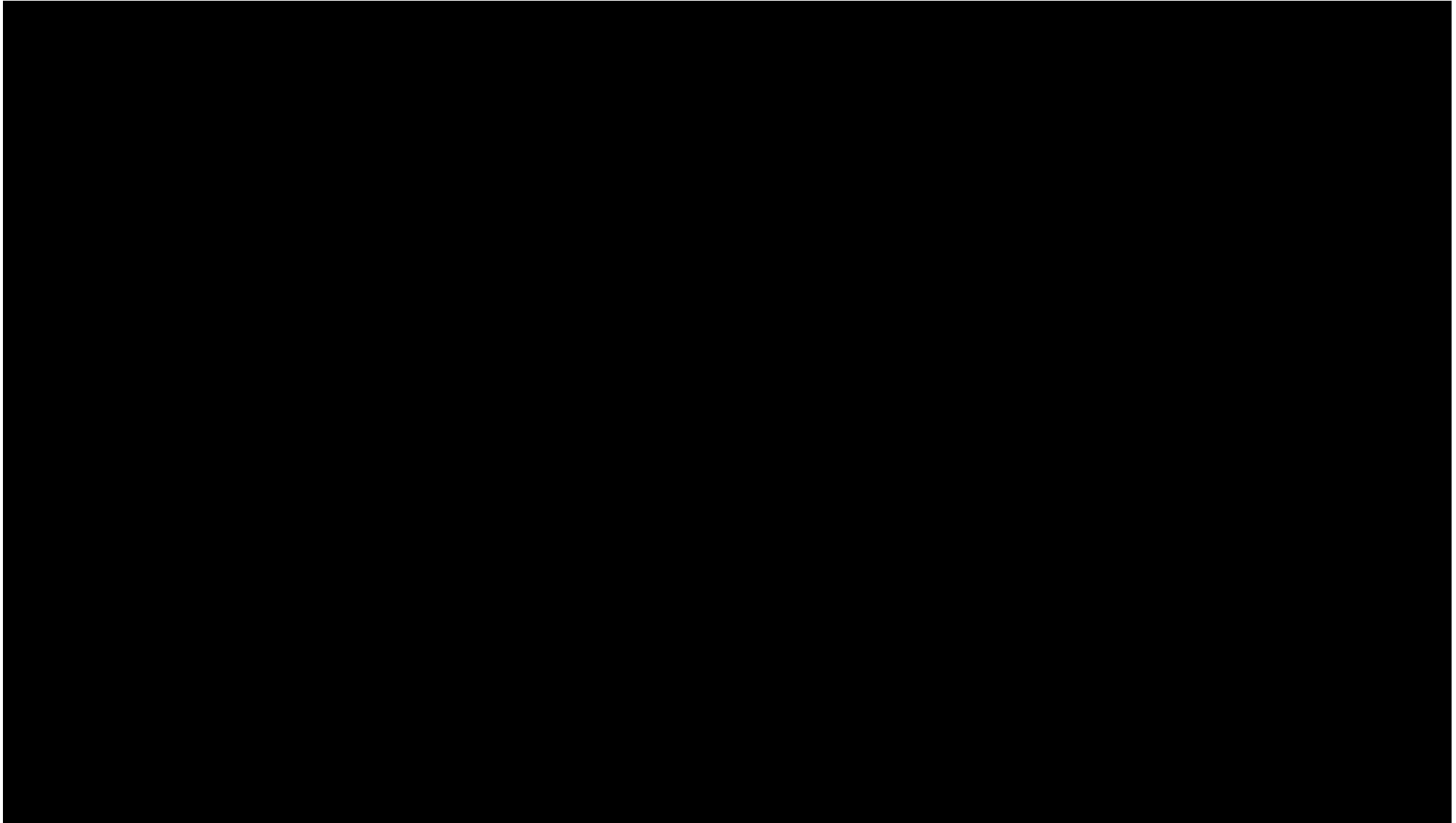
Section 90: Evening / Weekend / Full-time

FULLY VIRTUAL

Section 89: Evening / Weekend *only* (CORE)

Section 99: Evening / Weekend / Full-time

WHY BIDDING?



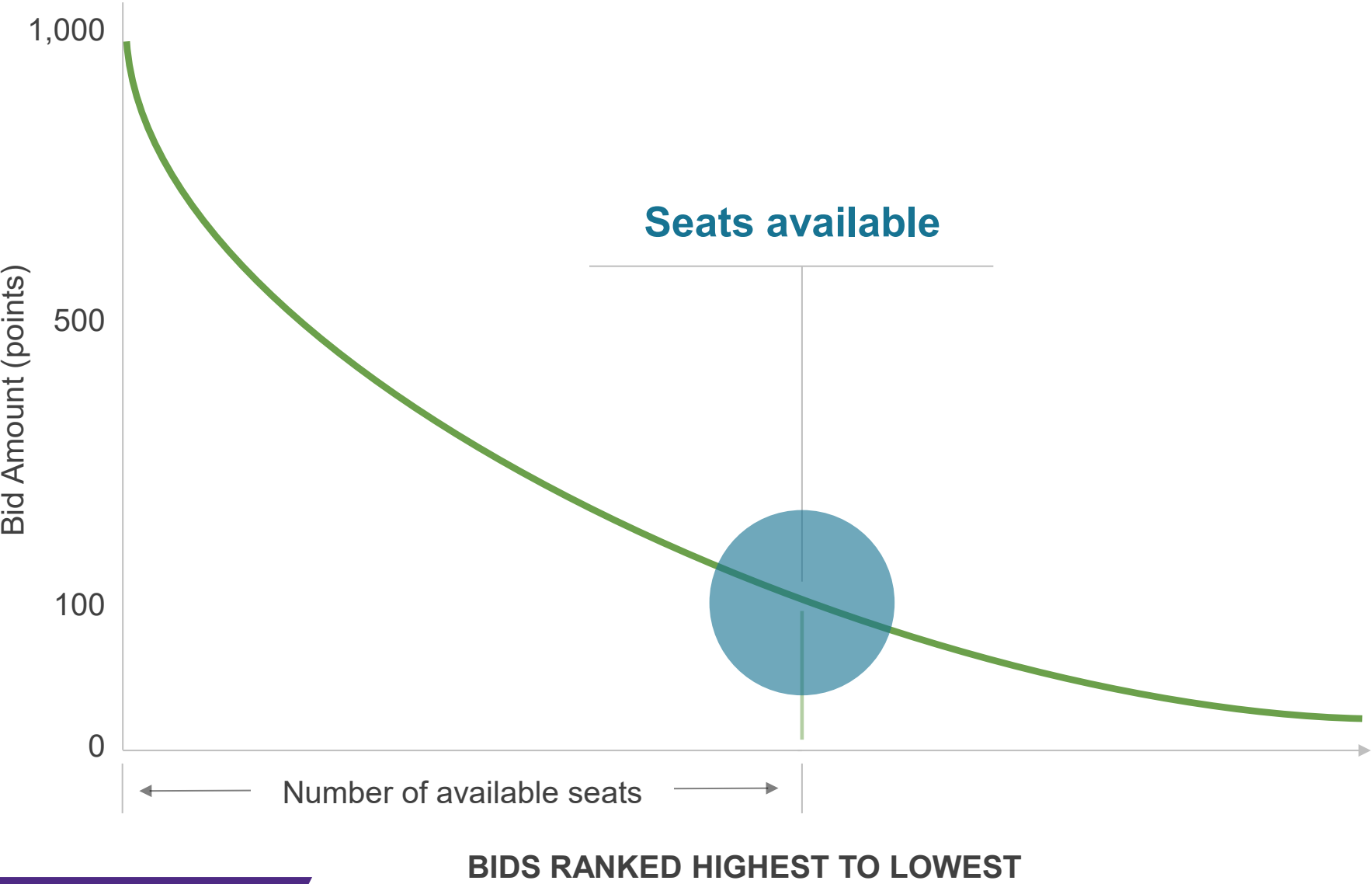
KELLOGG BIDDING SYSTEM

DUTCH AUCTION

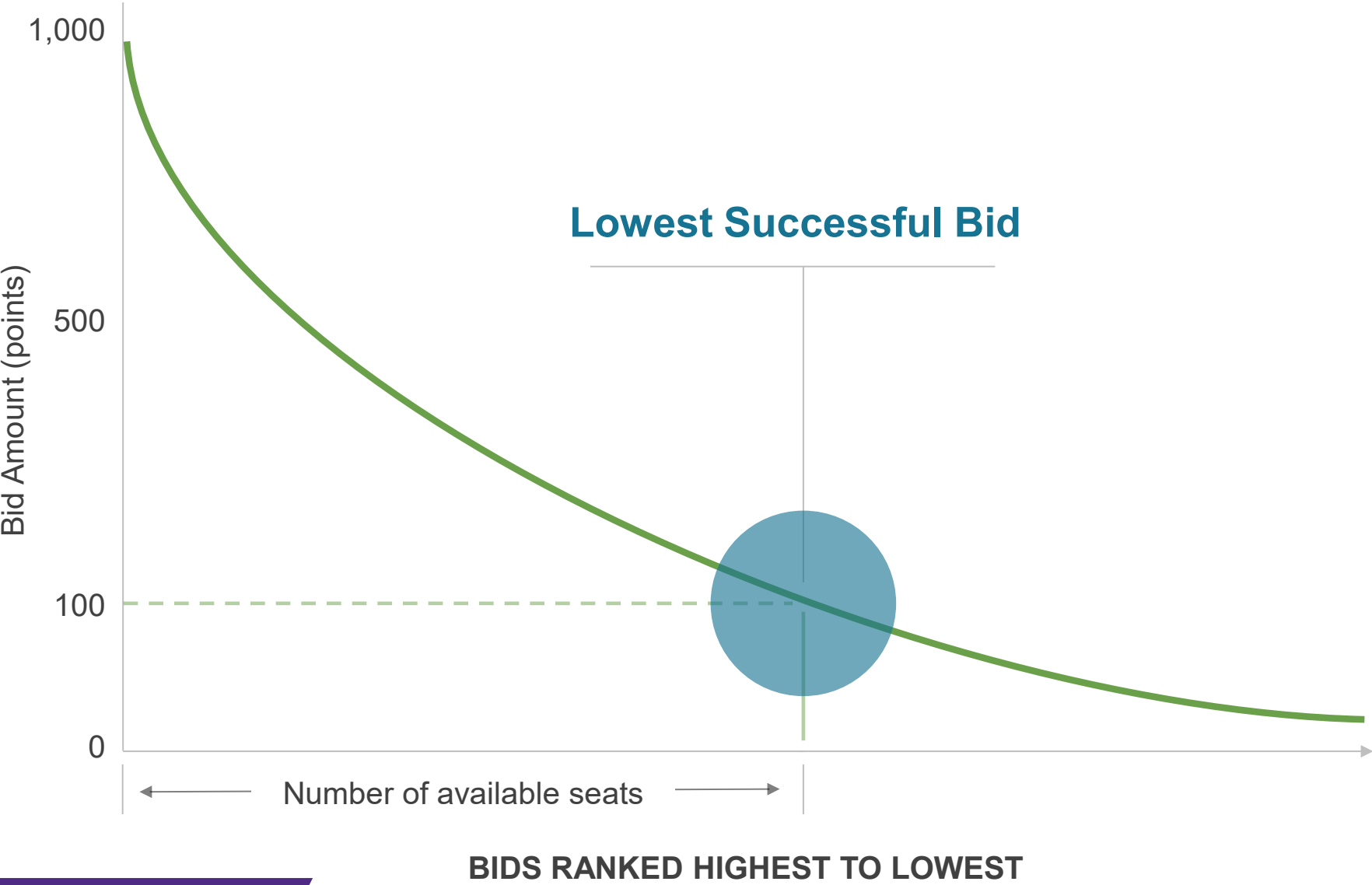
- Bidders ranked from highest to lowest
- Lowest successful bid determines the closing cost
- Successful bidders all charged the same amount

1st year 2Y/MMM students are given 2,000 points for the remainder of the academic year – Winter and Spring quarters

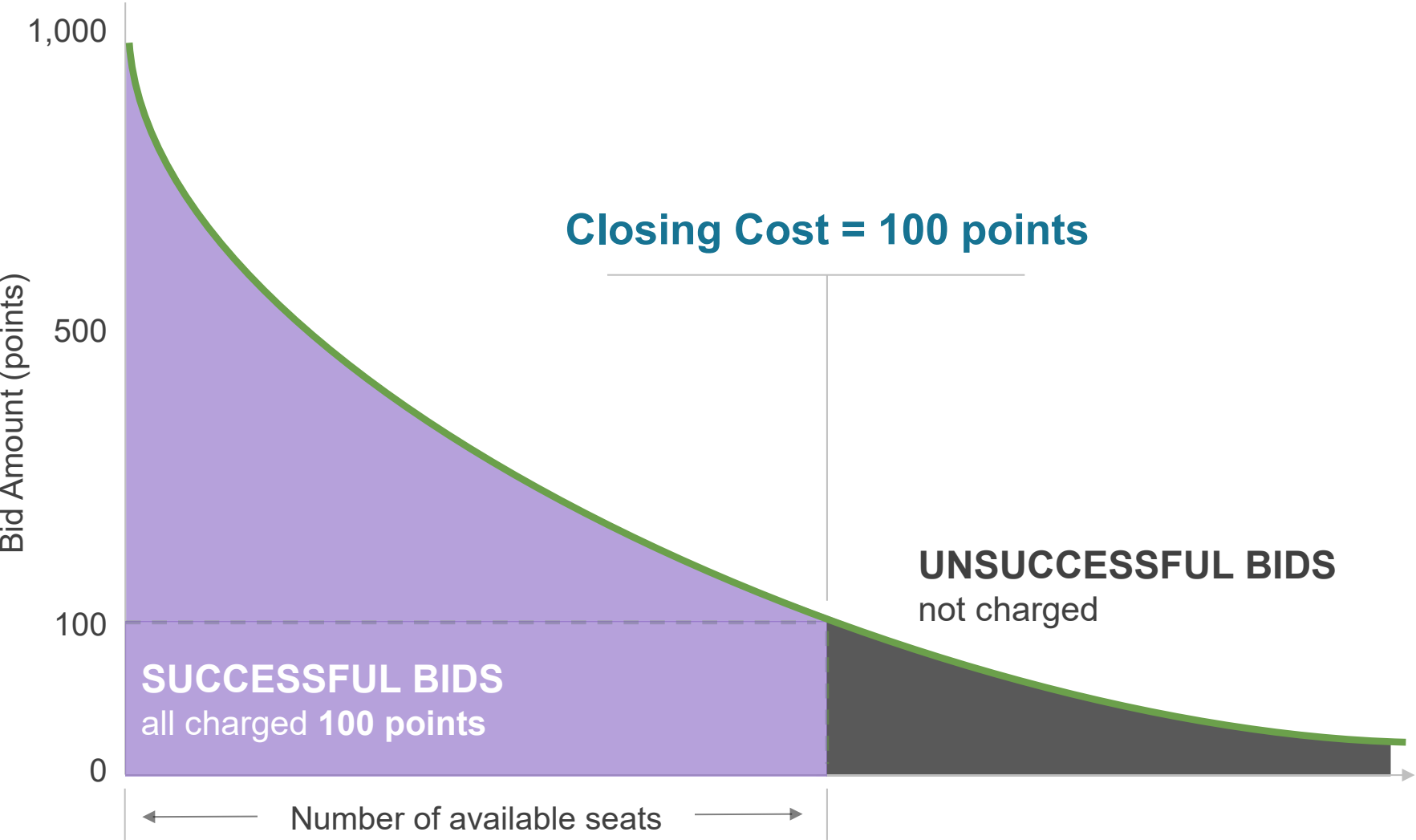
DUTCH AUCTION EXAMPLE



DUTCH AUCTION EXAMPLE



DUTCH AUCTION EXAMPLE



BIDS RANKED HIGHEST TO LOWEST

KELLOGG BIDDING PROCESS

PHASE 1		PHASE 2		PHASE 3		PAY WHAT YOU BID		ADD/DROP				
BID	DROP	BID	DROP	BID	DROP	BID	DROP					
Bid only for seats allocated to your program	100% bid point REFUND	Full-time students bid for open full-time seats	100% bid point REFUND	Bid for open seats in any program	75% bid point REFUND	Bid for a waitlist position or a roster seat in any program	50% bid point REFUND	Previous Quarter Ends	Real-time enrollment in any open seat or add to waitlist for any course			
		E&W students bid for open Evening and/or Weekend seats										
Full-time						If enrolled or promoted from waitlist, charged bid amount			Drop classes for a 50% bid point refund			
Evening												
Weekend												
Alternate Section Options						Waitlists						
						50% bid point REFUND continues						
						Ends Monday, Week 2 @ 8am						

All dropped seats receive refund amount from **current phase**

BIDDING BASICS

Bidding is NOT first-come-first served

- Place a bid anytime during the bidding window
- Deadlines are firm – we are not able to bid/drop classes for you if you miss the window

Phases

- Phase 1: All full-time seats are open for bidding
- Phases 2, 3: Only seats that do not fill in previous phases are available for bidding; PWYB waitlists are created
- Each phase will have a separate cost

A bid is for a specific course section

- Only able to bid for one section of a course at a time
- Alternate section options available (details/demo in next presentation)

Bidding Limit

- Bid up to a maximum of 5 credits

BIDDING STRATEGIES

Bid to reflect your priorities (what the course is worth to you)

- You may set the closing cost
- You will be refunded the difference if the closing cost is lower (Phases 1-3)

Use historical bidstats only as directional guidance

- Only consider Phase 1, BidStats for your program
- Remember closing cost is LOWEST successful bid

Consider parallel path bidding

- You may not yet know whether you are accepted to an application-based course
- Do not wait until Phases 2 or 3 to bid on a course you may want to take

COURSES OUTSIDE BIDDING SYSTEM

Application-based courses

Independent and Field Studies

Non-Kellogg Northwestern courses

COMMON BIDDING STRATEGY PITFALLS

Bidding **all points without an exit strategy**

Bidding too low to **“save” points for unknown** later courses

Using the **historical bid stats + __% model**

Assuming a **1 point bid** will be successful if a course closed for 0 points in the past

Not including back up choices and alternate sections in Phase 1 Bids

Do NOT drop your current seat when bidding for a different section



NEXT STEPS

WHAT SHOULD YOU DO NEXT?

1. Reflect on your academic, personal & professional goals
2. In the BidReg System:
 - Tag courses for the full academic year
 - Lay out Path for Winter & Spring
 - Create Plan (schedule) for Winter
3. Based on your 'must-haves' for Spring, determine how many points you want to have remaining after Winter quarter
4. Create your bidding strategy
5. Attend upcoming presentations: 10/8 – How to bid, 10/15 – Winter bidding highlights

SAVE THE DATE:

October 8 @ 12:15pm – How to Bid Presentation

TOPICS COVERED

- Bidding & Registration System Demonstration
- How to place a bid and make drop transactions
- Bidding rules

ADDITIONAL DROP-IN HOURS DURING BIDDING

	Mon	Tues	Wed	Thurs	Fri
Week of 10/20	Plaza 12:30 pm – 1:30 pm	Plaza 12:30 pm – 1:30 pm	Plaza 12:00 pm – 2:00 pm	Plaza 12:30 pm – 1:30 pm	Plaza 9:00 am – 4:00pm
Week of 10/27	Plaza 12:30 pm – 1:30 pm	Plaza 12:30 pm – 1:30 pm	Plaza 12:30 pm – 1:30 pm	Plaza 12:30 pm – 1:30 pm	Plaza 12:30 pm – 1:30 pm
Week of 11/5	Plaza 12:30 pm – 1:30 pm	Plaza 12:30 pm – 1:30 pm	Plaza 12:30 pm – 1:30 pm	Plaza 12:30 pm – 1:30 pm	Plaza 12:30 pm – 1:30 pm

REMINDERS WILL BE POSTED ON SLACK in
#studentexperience_classof_2027

ACADEMIC ADVISING CONTACT INFORMATION

1:1 Academic Advising Sessions

- Schedule a session with your advisor through [Campus Groups](#).
 - If you can't find a time that works with your schedule, please [email Academic Advising](#) to request a time.
-

Email

- [Email Academic Advising](#) with general academic questions.
-

Drop-In Table in Plaza

- Advisors hold drop-in hours in Gies Plaza (M, T, R, F 12:30pm-1:30pm)
-

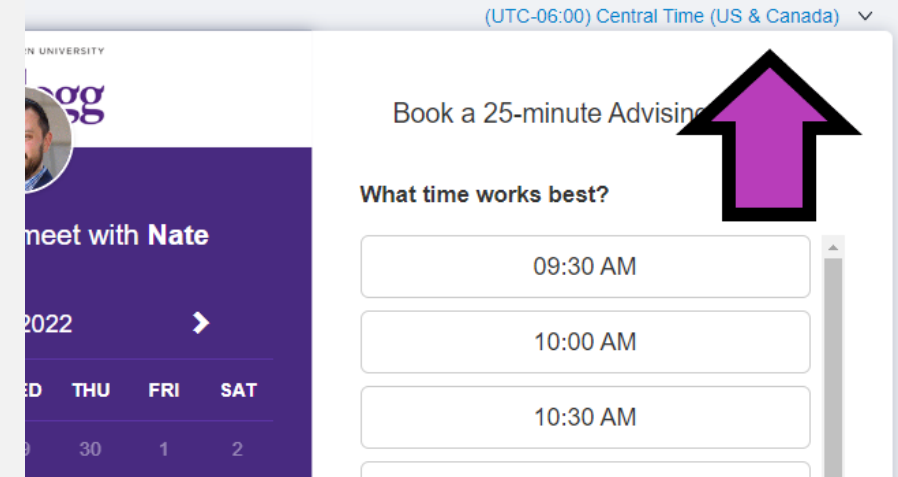
Slack

- Get quick, simple questions answered.
- #studentexperience_classof_2027 or DM @AcademicExperienceTeam


QUICK NOTES ON MAKING AN APPOINTMENT

Book an appointment in CampusGroups

- Be sure the time zone in the Book screen in Campus Groups is set to the time zone of your current location. For most of you, when you are booking from campus, you will be in Central timezone.



Cancelling an appointment

- Go to your Campus Groups home page by clicking on the  icon at the top left of the page.
- Under “More” on the left tool bar, click on “My Meetings”.
- Select upcoming meetings in the middle drop down box, click on the 3 vertical dots at the right, and select “Cancel Advising Session”.

For more help making appointments: [Serial](#).