# University of Maryland
---
Robert H. Smith School of Business

## Marketing (0503M) Curriculum Checklist

### 1. CORE Liberal Arts & Sciences
(D- or higher, regular grading option)

#### a. Fundamental Studies
- ENGL101 (3)
- MATH (satisfied by MATH220/130/140 below)

#### b. Distributive Studies
- Literature – HL (3)
- History or Theory of the Arts – HA (3)
- Add’t Arts & Hum. – HO/HA/HL/IE (satisfied by BMGT110 below)
- Math or Formal Reasoning - MS (satisfied by MATH220/140 below)
- Physical or Life Science Lab – LL/PL (4)
- Physical or Life Science Non-lab or Lab – LS/PS/LL/PL (3/4)
- Social or Political History – SH (3)
- Behav. & Social Science - SB (satisfied by ECON200 & 201 below)
- Diversity – D see below

Cum Credit Total (19-20): ______

### 2. Smith School Lower Level Core
(C- or higher, regular grading option)

- MATH220, MATH130 or MATH140 Calculus 1 (3/4)
- BMGT110 Business Value Chain (3) (effective Fall 2011)
- BMGT220 Prin. of Acctg 1 (3)
- BMGT221 Prin. of Acctg 2 (3)
- BMGT230 or 231 (or equivalent) Bus. Statistics (3)
- ECON 200 Prin. Micro-Economics (4)
- ECON 201 Prin. Macro-Economics (4)
- COMM100/107/200 Public Speaking (3)

Cum Credit Total (26-27): ______

### 3. Electives 100-200 level
(D- or higher)

Cum Credit Total (16-18): ______

Total Lower Level Credits (63):

### 4. Smith School Upper Level Core
(C- or higher, regular grading option)

- BMGT301 Intro to Info Systems (3)
- BMGT340 Business Finance (3)
- BMGT350 Marketing Principles (3)
- BMGT364 Management & Org Principles (3)
- BMGT367 Career Search Strategies in Business (1)
- BMGT380 Business Law 1 (3)
- BMGT391 Leadership In Action (1) (effective Fall 2011)
- BMGT495 Business Policies (3)
- BMGT499 Adv Topics in Business (1) (effective Fall 2011)

Cum Credit Total (21): ______

### 5. Upper Level Economics Requirements
(C- or higher, regular grading option)

- Choose One: ECON 305/325, 306/326, 330 or 340 (3)

Cum Credit Total (3): ______

### 6. Major Requirements (effective Fall 2010)
(C- or higher, regular grading option)

- BMGT 451 Consumer Analysis (3)
- BMGT 452 Marketing Research Methods (3)
- BMGT 457 Marketing Policies and Strategies (3)

Complete combined total of 3 courses (9cr) from list below:

- BMGT 352 Customer-Centric Innovation (3)
- BMGT 353 Retail Management (3)
- BMGT 372 Intro to Logistics & SCM (3)
- BMGT 450 Integrated Mktg Comm (3)
- BMGT 454 International Marketing (3)
- BMGT 455 Sales Management (3)
- BMGT 458 Spec Topics in Mktg (6cr max)
- BMGT 484 Electronic Marketing (3)
- BMGT 498B Design in Marketing (3)

Cum Credit Total (18): ______

### 7. Upper Level University Requirements
(D- or higher, regular grading option)

- Choose One: ENGL 394, 391, 392, 393, 395, 398 (3)
- Advanced Studies (3)

Note: Cannot be a BMGT or ECON class. Must be a 3 or 4-credit 300 or 400-level course. Cannot be an experiential learning/skills class.

Cum Credit Total (6): ______

### 8. Upper Level Electives
(D- or higher)

Cum Credit Total (9): ______

Total Upper Level Credits (57): ______

Total Degree Credits (120): ______

---

**Other Requirements**
- “C-” or higher in all Smith required courses taken at UMCP.
- For courses taken outside UMCP a “C-” must equate to a 2.000, otherwise a “C” is required.
- 50% of BMGT credits completed at UM.
- 45 credit of BMGT coursework.
- 60 credits earned at a 4-year school.
- Last 30 credits at UM.
- Overall cumulative GPA of 2.000 at UMCP.
- Diversity: ______________ (regular grading option only)