

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'l 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):** _____

Note: A maximum of 63 lower level credits can apply to the 120 total credits required for a degree. If you complete more than 57 upper level credits you can complete fewer lower level credits to reach 120 total credits. If you exceed 63 lower level credits, you will exceed 120 total credits in order to complete the degree.

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)

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:

- _____ (3) { BMGT 352 Customer-Centric Innovation
- _____ (3) { BMGT 353 Retail Management
- _____ (3) { BMGT 357 Retail & Mktg Intnship (3cr max)
- _____ (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)
- _____ (3) { BMGT 484 Electronic Marketing
- _____ (3) { BMGT 498B Design in Marketing

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):** _____