

University of Maryland
 -----**Robert H. Smith School of Business**-----
Marketing (0503M) Curriculum Checklist

1. General Education (D- or higher, regular grading option)

a. Fundamental Studies

- ___ ENGL101 (3)
- ** Math (satisfied by MATH220/130/140 below)
- ** Analytic Reasoning (satisfied by MATH220/130/140 below)
- ** Oral Communication (satisfied by COMM100/107/200 below)

b. Distributive Studies

- ___ Humanities – HU (3)
- ___ Humanities – HU (3)
- ___ Natural Science Lab – NL (4)
- ___ Natural Science Non-Lab or Lab – NS/NL (3/4)
- ** History/Social Sciences – HS (satisfied by ECON200/201 below)
- ** Scholarship in Practice – SP (satisfied by BMGT495)
- ___ Scholarship in Practice – SP (3) (non-major)

c. I-Series (overlap permitted with Distributive Studies and/or Diversity)

- ___ I-Series – IS (3)
- ___ I-Series – IS (3)

d. Diversity (overlap permitted with Distributive Studies and/or I-Series)

- ___ Understanding Plural Societies – UP (3)
 - ___ Understand. Plural Societies/Cultural Competence – UP/CC (1-3)
- Cum Credit Total (19-32):** _____

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

- ___ MATH220, MATH130 or MATH140 Calculus I (3/4)
- ___ BMGT110 Business Value Chain (3) (effective Fall 2011)
- ___ BMGT220 Principles of Accounting I (3)
- ___ BMGT221 Principles of Accounting II (3)
- ___ BMGT230 or 231 (or equivalent) Business Statistics (3)
- ___ ECON200 Principles of Micro-Economics (4)
- ___ ECON201 Principles of 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 (5-18): _____

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.
- Overall combined 2.000 GPA in Smith required courses.
- 50% of BMGT credits completed at UMCP.
- 45 credit of BMGT coursework.
- 60 credits earned at a 4-year school.
- Last 30 credits at UMCP.
- Overall cumulative GPA of 2.000 at UMCP.

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 Requirement

(C- or higher, regular grading option)

- ___ Choose One: ECON305/325, 306/326, 330 or 340 (3)

Cum Credit Total (3): _____

6. Major Requirements (effective Fall 2010)

(C- or higher, regular grading option)

- ___ BMGT451 Consumer Analysis (3)
- ___ BMGT452 Marketing Research Methods (3)
- ___ BMGT457 Marketing Policies and Strategies (3)

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

- ___ (3) { BMGT352 Customer-Centric Innovation
- ___ (3) { BMGT353 Retail Management
- ___ (3) { BMGT357 Retail & Mktg Intnship (3cr max)
- ___ (3) { BMGT372 Intro to Logistics & SCM
- ___ (3) { BMGT450 Integrated Mktg Comm
- ___ (3) { BMGT454 International Marketing
- ___ (3) { BMGT455 Sales Management
- ___ (3) { BMGT458 Spec Topics in Mktg (6cr max)
- ___ (3) { BMGT484 Electronic Marketing
- ___ (3) { BMGT498B Design in Marketing

Cum Credit Total (18): _____

7. Professional Writing

(D- or higher, regular grading option)

- ___ Choose One: ENGL394, 391, 392, 393, 395, 398 (3)

Cum Credit Total (3): _____

8. Upper Level Electives

(D- or higher)

- ___ _____
- ___ _____
- ___ _____
- ___ _____

Cum Credit Total (12): _____

Total Upper Level Credits (57): _____

Total Degree Credits (120): _____