MARKETING (0503M)

Junior-Senior (300-400 level) Courses

COLLEGE CORE REQUIREMENTS

(Effective Fall 1996)
Must be taken under Regular grading option.
Grade of C- or higher required.

	Credit/ Grade
BMGT 340 (Finance)	3 _____
BMGT 350 (Marketing)	3 _____
BMGT 364 (Management & Org.)	3 _____
BMGT 367 (Career) (effective Fall 1999)	1 _____
BMGT 380 (Business Law)	3 _____
BMGT 495 (Business Policies)	3 _____
TOTAL	**16**

UPPER LEVEL ECONOMICS REQUIREMENTS

Must be taken under Regular grading option.
Grade of C- or higher required.

One of the following:
ECON 305, 306, 330 (formerly 430) _____3 _____
or 340 (formerly 440)

One of the following:
ECON 305, 306, 311, 315, 316,
317, 330 (formerly 430), 340 (formerly 440),
361, 370, 374, 375, 380, or
any 400-level ECON _____3 _____

TOTAL 6

Requirements for Graduation:

- "C-" or higher in all College required courses
- 50% of BMGT Semester Hours completed at UM
- 45 Semester Hours in BMGT courses
- 58 Semester Hours in Upper Level courses
  (57 Upper Level credits required prior to Fall 1999)
- 60 Semester Hours at a four-year school
- Last 30 Semester Hours at UM
- Diversity course: _____
  (must be taken under regular grading option)
- Overall cumulative GPA of 2.0 at UMCP

REMARKS_____
_____
_____
_____

MAJOR REQUIREMENTS

(Effective Fall 2001)
Must be taken under Regular grading option.
Grade of C- or higher required.

	Credit/ Grade
BMGT 451 (Consumer Analysis)	3 _____
BMGT 452 (Mkt Research Methods)	3 _____
BMGT 457 (Mkt. Policies & Strategies)	3 _____

Three of the following:
BMGT 351, 353, 357(3 cr. only),
372, 450[1], 453, 454, 455, 484[2],
498[1], 498M[2]

_____ 3 _____
_____ 3 _____
_____ 3 _____

TOTAL 18

[1]BMGT498 (Integrated Marketing Comm.) was offered in Fall 1999/ Spring 2000/Fall 2000 in lieu of BMGT354 and 456. Effective Spring 2001, the # for this course will become BMGT450. BMGT450 is not open to students who have already completed Int. Mark.Comm.

[2]BMGT498M (Electronic Marketing) was offered in Fall 1998, Fall1999 & Fall 2000. Effective Spring 2001, the # for this course is BMGT484. BMGT484 is not open to students who have already completed Electronic Marketing under a different course number.

UNIVERSITY REQUIREMENTS

Must be taken under Regular grading option.
Grade of D- or higher required.

ENGL **394,** 391, 392, 393, or 395 _____3 _____

Advanced Studies Core _____3 _____

- ❖ Cannot be a BMGT or ECON class
- ❖ Must be a 3 or 4-credit 300 or 400-level course **TOTAL 6**
- ❖ Cannot be an experiential learning/skills class
- ❖ Required for ALL students

UPPER LEVEL (300-400) ELECTIVES

Any 300 or 400-level classes on campus. CAN be BMGT classes.
Grade of D- or higher required.

Any U/L Elective _____ 3 _____
Any U/L Elective_____ 3 _____
Any U/L Elective_____ 3 _____
Any U/L Elective_____ 3 _____

TOTAL 12

UPPER LEVEL HOURS - Minimum **(58)** _____
(57 Upper Level Hrs required prior to Fall 99)

LOWER LEVEL HOURS - Maximum **(62)** _____
(63 Lower Level Hrs allowed prior to Fall 99)

TOTAL SEMESTER HOURS (120) _____