

# MARKETING (0503M)

## Junior-Senior (300-400 level) Course

### COLLEGE CORE REQUIREMENTS (Effective Fall 2005)

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

	Credit/ Grade
BMGT 301 (Intro to Info. Systems)	3 _____
BMGT 340 (Finance)	3 _____
BMGT 350 (Marketing)	3 _____
BMGT 364 (Management & Org.)	3 _____
BMGT 367 (Careers in Business)	1 _____
BMGT 380 (Business Law)	3 _____
BMGT 495 (Business Policies)	3 _____

**TOTAL      19**

### 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 taken at UMCP. For courses taken at other institutions a C- must equate to a 2.000, otherwise a C is required
- 50% of BMGT Semester Hours completed at UM
- 45 Semester Hours in BMGT courses
- 58 Semester Hours in Upper Level courses
- 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), \_\_\_\_\_ 3 \_\_\_\_\_  
372, 450, 453, 454, 455, 484,  
498 (Marketing topic only) \_\_\_\_\_ 3 \_\_\_\_\_

\_\_\_\_\_ 3 \_\_\_\_\_

**TOTAL      18**

### 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
  - ❖ Cannot be an experiential learning/skills class
  - ❖ Required for ALL students
- TOTAL      6**

### 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 \_\_\_\_\_

**TOTAL      9**

**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)** \_\_\_\_\_