

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

1. General Education (D- or higher (except ENGL101), regular grading option)

a. Fundamental Studies

- _____ ENGL101 (3) (C- or higher required beginning Fall 2017)
- ** Math (satisfied by MATH120(220)/130/140 below)
- ** Analytic Reasoning (satisfied by MATH120(220)/130/140 below)
- ** Oral Communication (satisfied by COMM100/107/200 below)

b. Distributive Studies

- _____ Humanities – DSHU (3)
- _____ Humanities – DSHU (3)
- _____ Natural Science Lab – DSNL (4)
- _____ Natural Science Non-Lab or Lab – DSNS/DSNL (3/4)
- ** History/Soc. Sciences – DSHS (satisfied by ECON200/201 below)
- ** Scholarship in Practice – DSSP (satisfied by BMGT495)
- _____ Scholarship in Practice – DSSP (3) (non-major)

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

- _____ I-Series – SCIS (3)
- _____ I-Series – SCIS (3)

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

- _____ Understanding Plural Societies – DVUP (3)
- _____ Underst. Plural Soc./Cultural Competence – DVUP/DVCC (1-3)

Cum Credit Total (19-32): _____

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

- _____ MATH120(220) or MATH140 (or MATH130) Calculus I (3/4)
- _____ BMGT110 Business Value Chain (3) (not required for transfer students)
- _____ 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 (3)
- _____ ECON201 Principles of Macro-Economics (3)
- _____ COMM100/107/200 Public Speaking or any GenEd Oral Comm (3)

Cum Credit Total (24-25): _____

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

- _____
- _____
- _____

Cum Credit Total (5-19): _____

Total Lower Level Credits (62): _____

Note: A maximum of 62 lower level credits can apply to the 120 total credits required for a degree. If you complete more than 58 upper level credits you can complete fewer lower level credits to reach 120 total credits. If you exceed 62 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 (effective Spring 2014)

(C- or higher, regular grading option)

- _____ BMGT301 Intro to Info Systems (3)
- _____ BMGT340 Business Finance (3)
- _____ BMGT350 Marketing Principles (3)
- _____ BMGT364 Managing People & Organizations (3)
- _____ BMGT367 Career Search Strategies in Business (1)
- _____ BMGT380 Business Law 1 (3)
- _____ BMGT495 Strategic Management (3)

Cum Credit Total (19): _____

5. Upper Level Economics Requirement

(C- or higher, regular grading option)

- _____ Choose One: ECON305/325, ECON306/326, ECON330 (or BMGT341) or ECON340 (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) _____
 - _____ (3) _____
 - _____ (3) _____
- } BMGT352 Customer-Centric Innovation
 BMGT353 Retail Management
 BMGT357 Retail & Mktg Intnship (3cr max)
 BMGT372 Intro to Logistics & SCM
 BMGT450 Integrated Mktg Comm
 BMGT454 Global Marketing
 BMGT455 Sales Management
 BMGT458 Spec Topics in Mktg (6cr max)
 BMGT484 Digital Marketing (or BMGT408D Google AdWords and Analytics)
 BMGT498B Design in Marketing

Cum Credit Total (18): _____

7. Professional Writing (FSPW)

(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 (15): _____

Total Upper Level Credits (58): _____

Total Degree Credits (120): _____