

**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 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 – 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)

- \_\_\_ MATH120(220) or MATH140 (or MATH130) Calculus I (3/4)
  - \_\_\_ BMGT110 Business Value Chain (3)
  - \_\_\_ 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
  - 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 (15):** \_\_\_\_\_

**Total Upper Level Credits (58):** \_\_\_\_\_

**Total Degree Credits (120):** \_\_\_\_\_