

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

**1. CORE Liberal Arts & Sciences**

(D- or higher, regular grading option)

**a. Fundamental Studies**

- \_\_\_\_\_ ENGL101 (3)
- \*\* \_\_\_\_\_ MATH (satisfied by MATH220/140 below)

**b. Distributive Studies**

- \_\_\_\_\_ Literature – HL (3)
- \_\_\_\_\_ History or Theory of the Arts – HA (3)
- \_\_\_\_\_ Add'l Arts & Humanities – HO/HA/HL/IE (3)
- \*\* \_\_\_\_\_ Math or Formal Reasoning - MS (satisfied by MATH220/140 below)
- \_\_\_\_\_ Physical or Life Science Lab – LL/PL (4)
- \_\_\_\_\_ Physical or Life Science Non-lab or Lab – LS/PS/LL/PL (3/4)
- \_\_\_\_\_ Social or Political History – SH (3)
- \*\* \_\_\_\_\_ Behav. & Social Science - SB (satisfied by ECON200 & 201 below)

(Diversity – D see below) **Cum Credit Total (22-23):** \_\_\_\_\_

**2. Smith School Lower Level Core**

(C- or higher, regular grading option)

- \_\_\_\_\_ MATH220 or MATH140 Calculus 1 (3/4)
- \_\_\_\_\_ BMGT220 Prin. of Acctg 1 (3)
- \_\_\_\_\_ BMGT221 Prin. of Acctg 2 (3)
- \_\_\_\_\_ BMGT230 or 231 (or equivalent) Bus. Statistics (3)
- \_\_\_\_\_ ECON 200 Prin. Micro-Economics (4)
- \_\_\_\_\_ ECON 201 Prin. Macro-Economics (4)
- \_\_\_\_\_ COMM100/107/200 Public Speaking (3)

**Cum Credit Total (23-24):** \_\_\_\_\_

**3. Electives 100-200 level**

(D- or higher)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Cum Credit Total (15-17):** \_\_\_\_\_

**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 taken at UMCP. For courses taken outside UMCP a “C-“ must equate to a 2.000, otherwise a “C” is required.
- 50% of BMGT credits completed at UM.
- 45 credit of BMGT coursework.
- 60 credits earned at a 4-year school.
- Last 30 credits at UM.
- Overall cumulative GPA of 2.000 at UMCP.
- Diversity: \_\_\_\_\_ (regular grading option only)

**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)
- \_\_\_\_\_ BMGT495 Business Policies (3)

**Cum Credit Total (19):** \_\_\_\_\_

**5. Upper Level Economics Requirements**

(C- or higher, regular grading option)

- \_\_\_\_\_ Choose One: ECON 305/325, 306/326, 330 or 340 (3)

**Cum Credit Total (3):** \_\_\_\_\_

**6. Major Requirements (effective Fall 2010)**

(C- or higher, regular grading option)

- \_\_\_\_\_ BMGT 451 Consumer Analysis (3)
- \_\_\_\_\_ BMGT 452 Marketing Research Methods (3)
- \_\_\_\_\_ BMGT 457 Marketing Policies and Strategies (3)

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

- \_\_\_\_\_ (3) { BMGT 352 Customer-Centric Innovation
- \_\_\_\_\_ (3) { BMGT 353 Retail Management
- \_\_\_\_\_ (3) { BMGT 357 Retail & Mktg Intnship (3cr max)
- \_\_\_\_\_ (3) { BMGT 372 Intro to Logistics & SCM
- \_\_\_\_\_ (3) { BMGT 450 Integrated Mktg Comm
- \_\_\_\_\_ (3) { BMGT 454 International Marketing
- \_\_\_\_\_ (3) { BMGT 455 Sales Management
- \_\_\_\_\_ (3) { BMGT 458 Spec Topics in Mktg (6cr max)
- \_\_\_\_\_ (3) { BMGT 484 Electronic Marketing
- \_\_\_\_\_ (3) { BMGT 498 Special Topics (Mktg topic only)

**Cum Credit Total (18):** \_\_\_\_\_

**7. Upper Level University Requirements**

(D- or higher, regular grading option)

- \_\_\_\_\_ Choose One: ENGL 394, 391, 392, 393, 395, 398 (3)
- \_\_\_\_\_ Advanced Studies (3)

Note: 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.

**Cum Credit Total (6):** \_\_\_\_\_

**8. Upper Level Electives**

(D- or higher)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Cum Credit Total (12):** \_\_\_\_\_

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

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