

**UNIVERSITY OF MARYLAND**  
**THE ROBERT H. SMITH SCHOOL OF BUSINESS**  
**Curriculum Control Sheet**

Name \_\_\_\_\_ UMCP Matriculation Date: \_\_\_\_\_ University ID Number: \_\_\_\_\_

**Freshman & Sophomore (100 & 200 Level) Courses**  
**(for all BMGT majors except IS)**

**1. CORE: Liberal Arts and Sciences Studies** (Effective Fall 1990).

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

<b>Fundamental Studies</b>	<b>Course</b>	<b>Credit/Grade</b>	<b>Course</b>	<b>Credit/Grade</b>
	<u>MATH220/140</u>	(3/4) (Req. below)	<u>ENGL101</u>	(3) _____
<b>Distributive Studies</b>				
I. Humanities & the Arts (9 credits)	_____	(3) _____	_____	(3) _____
	Literature (HL)		History or Theory of the Arts (HA)	
	_____	(3) _____		
	Add'l Arts & Hum (HO), (HA), (HL) or (IE)			
II. Math & Science (10-12 credits)	<u>MATH220/140</u>	(3/4) (Req. below)	_____	(4) _____
	Math or Formal Reasoning (MS)		Physical (PL) or Life (LL) Lab Science	
	_____	(3/4) _____		
	Physical (PS or PL) or Life (LS or LL)			
III. Social Sciences (11 credits)	<u>ECON200 &amp; 201</u>	(8) (Req. below)	_____	(3) _____
	Behavioral & Social Science (SB)		Social or Political History (SH)	

**CORE HOURS (22-23)** \_\_\_\_\_

**2. COLLEGE REQUIREMENTS: FRESHMAN/SOPHOMORE** Grade of C- or higher required.

(effective Fall 2005). All must be taken under the Regular grading option.

MATH 220 (Calc. I)	BMGT220 (Acct. I)	(3) _____	BMGT221 (Acct. II)	(3) _____
or				
MATH 140 <sup>1</sup> (Calc. I)	BMGT230 <sup>2</sup> (Stat)	(3) _____	ECON200 (Micro)	(4) _____
			(formerly ECON203)	
COMM 100, 107 or 200			ECON201 (Macro)	(4) _____
(COMM200 satisfies Core HO)				

1 MATH 140 & 141 are required for IS majors  
 2 BMGT 231 is required for IS majors.

**REQUIRED HOURS (23-24)** \_\_\_\_\_

**CORE + REQUIRED HOURS (45-47)** \_\_\_\_\_

**3. ELECTIVES** (100-200 Level). Grade of D- or higher required. The number of elective credits you need to take is based on the total number of Core and Required Hours you complete. A maximum 62 lower level credits can apply to the 120 total credits required. Therefore, to determine how many lower level elective credits you need (if you plan to graduate with exactly 120 credits), subtract the credits you have accumulated from Core and Required Hours from 62. Remember that if you take more than the required 58 upper level credits you would need fewer lower level elective credits.

Course	Credit/Grade	Course	Credit/Grade	Course	Credit/Grade
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

**ELECTIVE CREDITS (15-17)** \_\_\_\_\_

**MAXIMUM LOWER LEVEL HOURS (62)** \_\_\_\_\_

# 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) <sup>1</sup>	3 _____
BMGT 495 (Business Policies)	3 _____
<b>TOTAL</b>	<b>19</b>

### 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 _____
BMGT 372 (Logistics Mgmt)	3 _____
BMGT 454 (International Marketing)	3 _____
BMGT 450 (Integrated Mkt. Com.)	3 _____
<b>TOTAL</b>	<b>18</b>

### UPPER LEVEL ECONOMICS REQUIREMENTS

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

ECON 330 (Money & Banking) (or approved upper level Economics)	3 _____
<b>TOTAL</b>	<b>3</b>

### UNIVERSITY REQUIREMENTS

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

ENGL 394 (Business Writing)	3 _____
Advanced Studies Core _____	3 _____
❖ <u>Cannot</u> be a BMGT or ECON class	
❖ Must be a 3 or 4-credit 300 or 400-level course	<b>TOTAL 6</b>
❖ Cannot be an experiential learning/skills class	
❖ Required for ALL students	

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<sup>1</sup>Required beginning Fall 2001, even if completed at a community college as a lower level elective.

<sup>2</sup>Upper Level Electives can be any approved course at the 300 or 400 level. Can be BMGT classes. Grade of D- or higher required.

<sup>3</sup>Must complete 60 semester hours at a four-year school. This elective can be any level.

### UPPER LEVEL (300-400) ELECTIVES<sup>2</sup>

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

U/L Elective/BMGT 392	_____ 3 _____
U/L Elective/BMGT 363	_____ 3 _____
U/L Elective/ ECON 340	_____ 3 _____
U/L Elective/BMGT 455	_____ 3 _____
<b>TOTAL</b>	<b>12</b>

### ADDITIONAL ELECTIVE CREDIT

Approved Elective<sup>3</sup> \_\_\_\_\_ 2 \_\_\_\_\_

**UPPER LEVEL HOURS - Minimum (58)** \_\_\_\_\_

**LOWER LEVEL HOURS - Maximum (62)** \_\_\_\_\_

**TOTAL SEMESTER HOURS (120)** \_\_\_\_\_