

MARKETING B.S. IN BUSINESS ADMINISTRATION

The marketing major provides students with knowledge and skills required for the process of marketing products, services, or ideas. The contemporary role of marketing in society is treated from various perspectives, including functional and institutional analysis, as well as the application of decision-making tools.

Bachelor of Science in Business Administration - Marketing

General Education Requirements

Information regarding these requirements can be found in the General Education Section (<http://catalog.umd.edu/academics/general-education-requirements/>) of the catalog.

Summary

Code	Title	Hours
College of Business Requirements		51-53
Primary Lower Core Courses		
Math Requirement		
Statistics Requirement		
Secondary Lower Core Courses		
Upper Major Core Courses		
Capstone Course and Upper-Division Writing Requirement		
Marketing Major Requirements		12
Marketing Major Electives		12
Total Hours		75-77

Degree Specific Credits: 75-77

Required Cumulative GPA: 2.0

Notes:

- At least 54 credits must be earned in Business classes (ECNS, College of Business internship courses, and College of Business faculty-led study abroad courses may be counted as Business Classes). A minimum GPA of 2.0 is required in these courses.
- At least 27 credits in business courses must be taken at UM.
- All business credits transferred in after matriculating to UM must be pre-approved by the department chair in your major.

College of Business Requirements

Primary Lower Core Courses

Note: Unless a higher requirement is specified, all primary lower core courses must be completed with a C- or better and a 2.0 GPA in the six (6) listed courses prior to admission into an upper-division Business Major. A minimum grade of C or better is required for ACTG 201 and ACTG 202 as a prerequisite for ACTG 305.

Code	Title	Hours
Complete all of the following courses:		
ACTG 201	Principles of Financial Accounting	3

ACTG 202	Principles of Managerial Accounting	3
BGEN 105S	Introduction to Business	3
BGEN 222	Business Models and Operations	3
BMIS 270	MIS Foundations for Business	3
ECNS 201S	Principles of Microeconomics	3
Total Hours		18

Minimum Required Grade: C-

Math Requirement

Note: The College of Business requires that credit be earned for one of the math courses below with a C- or better before enrolling in ACTG 202. A student's result on any math placement exam does not waive this math requirement.

Code	Title	Hours
Complete one of the following courses:		
M 115	Probability and Linear Mathematics	
M 121	College Algebra	
M 151	Precalculus	
M 162	Applied Calculus	
Total Hours		3-4

Minimum Required Grade: C-

Statistics Requirement

Note: This is a primary lower core course. The College of Business requires that credit be earned for STAT 216 (preferred) or one of the other statistics courses below with a C- or better prior to being admitted into an upper-division College of Business major.

Code	Title	Hours
Complete one of the following courses:		
FORS 201	Forest Biometrics	
PSYX 222	Psychological Statistics	
SOCI 202	Social Statistics	
STAT 216	Introduction to Statistics	
Total Hours		3-4

Minimum Required Grade: C-

Secondary Lower Core Courses

Note: All courses must be completed with a C- or better to satisfy prerequisites for certain major, upper major core, or capstone courses. Students are advised to complete these courses prior to being admitted to an upper-division Business Major. Prerequisites are strictly enforced.

Code	Title	Hours
Complete all of the following courses:		
BGEN 220E	Business Ethics and Social Responsibility (Students must complete this course with a C- or better prior to taking the capstone, though earlier completion is strongly encouraged.)	3
COMX 111A	Introduction to Public Speaking (Students must complete this course with a C- or better prior to taking the capstone, though earlier completion is strongly encouraged.)	3

ECNS 202S	Principles of Macroeconomics	3
Total Hours		9

Minimum Required Grade: C-

Upper Major Core Courses

Note: All upper major core courses must be completed before the capstone can be taken. A student must be listed as a major or minor in business to take these courses. Major or minor in Business is defined as junior standing with all primary lower core courses completed, a 2.0 cumulative GPA, and formal admission to the major or minor.

Code	Title	Hours
Complete all of the following courses:		
BFIN 322	Business Finance	3
BGEN 341	People, Process and Technology I	3
BGEN 342	People, Process and Technology II	3
BGEN 361	Principles of Business Law	3
BMKT 325	Principles of Marketing	3
Total Hours		15

Minimum Required Grade: C-

Capstone and Upper-Division Writing Requirement

Notes:

- Students must complete all primary and secondary lower core and upper core courses and their prerequisites and have an approved graduation application to register for their capstones.
- Students must pass the required comprehensive exam as well as all requisite coursework to earn a passing grade in BGEN 499.
- BGEN 499 must be taken at UM.
- This course also satisfies the UM and College of Business upper-division writing requirement.

Code	Title	Hours
Complete the following course:		
BGEN 499	Strategic Management	3
Total Hours		3

Minimum Required Grade: C-

Marketing Major Requirements

Code	Title	Hours
Complete all of the following courses:		
BGEN 360	International Business	3
BMKT 337	Consumer Behavior	3
BMKT 342	Marketing Research	3
BMKT 420	Integrated Online Marketing	3
Total Hours		12

Minimum Required Grade: C-

Marketing Major Electives

Notes:

- Up to 4 credits of can count towards the 12 credit elective requirement.
- Up to 6 credits of can count towards the 12 credit elective requirement.
- Up to 6 credits of can count towards the 12 credit elective requirement.
- Up to 6 credits of can count towards the 12 credit elective requirement.
- Up to 3 credits of can count towards the 12 credit elective requirement.

Code	Title	Hours
Complete 6 credits of the following technical courses:		
BMIS 326	Introduction to Data Analytics	6
BMKT 440	Marketing Analytics	
BMKT 460	Marketing Hi-Tech Production and Innovation	
BMKT 482	Telling Stories with Data	
BMKT 483	Digital Media Execution	
BMKT 491	Special Topics	
Complete 6 credits of the following breadth courses:		
BGEN 445	Sustainability Reporting	6
BMGT 401	Event Management	
BMGT 402	Principles of Entertainment Management I	
BMGT 403	Principles of Entertainment Management II	
BMGT 410	Sustainable Business Practices	
BMGT 467	Global Operations and Supply Chain Management	
BMGT 493	International Experience	
BMGT 494	Seminar/Workshop	
BMGT 498	Internship	
COMX 351	Principles of Public Relations	
COMX 352	Public Relations Portfolio	
MART 341	Intro to Web Design	
MART 441	Web Technologies	
Total Hours		12

Minimum Required Grade: C-