

Marketing

Note: Also consult the UMD catalog and the BBA worksheet for other degree requirements, and consult your advisor.

Required courses are in bold.

JUNIOR YEAR

Depending on course availability and preparation for candidacy, some of these classes could be started at the end of your sophomore year.

FIRST TERM

Mgts 3701 – Principles of Marketing

This is a pre-requisite for all other marketing classes, except Mgts 3741 (Selling).

Upper-division writing requirement (Comp 3121 or FMIS 3141) recommended.

SECOND TERM

Mgts 3711 – Marketing Research

Mgts 4731 – Consumer Behavior

Marketing Elective(s) (total of 4 required)

Choose from:

- Mgts 3397 – Internship
- Mgts 3741 – Fundamentals of Selling
- Mgts 3781 – International Mkt
- Mgts 4711 – Business to Business Mkt
- Mgts 4721 – Advertising & Mkt Comm
- Mgts 4795 – Special Topics in Mkt

Seriously consider taking an internship!!

SENIOR YEAR

Mgts 4781 – Marketing Management and Strategy

You must complete Mgts 3711 and at least one other marketing course beyond Mgts 3701 first. You may wish to take this the term opposite Mgts 4481 if possible.

Marketing Elective(s) (total of 4 required)

OR

Mgts 4781 – Marketing Management and Strategy

You must complete Mgts 3711 and at least one other marketing course beyond Mgts 3701 first. You may wish to take this the term opposite Mgts 4481 if possible.

Marketing Elective(s) (total of 4 required)