

Student Name:

Date:

Degree Worksheet

BS IN MARKETING

This worksheet is designed to help you plan and track your progress toward your degree. It lists all graduation requirements in the recommended sequence. For full course descriptions, please refer to the current undergraduate *Catalog*.

SEQUENCE	COURSE TAKEN OR TRANSFERRED	SEMESTER TAKEN OR CREDIT REMAINING
<i>Courses are listed in the order in which students should take them. Changes in courses and order may affect other elements of the degree plan.</i>		

Recommendations will differ for specific majors. Refer to catalog for alternatives to recommended general education requirements (GenEds). Courses used for GenEds may not be used in the major or minor.

GENERAL EDUCATION COURSES (41 credits)		
PACE 111B (3) <i>Or other PACE 111 course chosen from 111B, 111C, 111M, 111P, 111S, or 111T</i>		
WRTG 111 (3) <i>Or other 3-credit WRTG course except 288, 388, 486A, 486B. COMM 390 and 492, ENGL 102 and JOUR 201 apply</i>		
WRTG 112 (3) <i>Required GenEd course. Must be completed with a grade of C- or better</i>		
MATH 105 (3) <i>or other approved math GenEd course (MATH 105, MATH 107, STAT 200, or more advanced MATH or STAT)</i>		
LIBS 150 or CAPL 398A (1) <i>Or other GenEd elective</i>		
IFSM 300 (3) <i>Related requirement for major and GenEd course</i>		
HIST 125 (3) <i>Or other arts/humanities GenEd course</i>		
HUMN 100 (3) <i>Or other arts/humanities GenEd course</i>		
GEOL 100 (3) <i>Or other 3-credit biological/physical science GenEd course</i>		
BIOL 101/102 or NSCI 100/101 (4) <i>Or other biological/physical science GenEd course with related lab</i>		
ECON 203 (3) <i>Related requirement for major and behavioral/social science GenEd course</i>		
ECON 201 (3) <i>Related requirement for major and behavioral/social science GenEd course</i>		
SPCH 100 (3) <i>Or other communication, writing, or speech GenEd course</i>		
WRTG 391 (3) <i>Or other upper-level advanced writing GenEd course</i>		

CHECKLIST FOR FULFILLMENT OF DEGREE REQUIREMENTS See catalog for overview of all requirements.	
<ul style="list-style-type: none"> <input type="checkbox"/> 30 credits at UMGC, including at least half of the major and minor and 15 upper level credits. <input type="checkbox"/> 45 upper-level credits, including half the credit for the major and for the minor. <input type="checkbox"/> All required courses <u>and</u> minimum number of credits for major and minor. <input type="checkbox"/> Prerequisites for major and minor courses, if needed. 	<ul style="list-style-type: none"> <input type="checkbox"/> All General Education Requirements. <input type="checkbox"/> Grade of C- or better in WRTG 112 <input type="checkbox"/> Grade of C or better in all courses for the major and minor. <input type="checkbox"/> Overall GPA of at least 2.0. <input type="checkbox"/> At least half the credit for the major earned through graded coursework. <input type="checkbox"/> Total 120 credits.
NOTES:	

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BS IN MARKETING**

SEQUENCE <i>36 total credits for major, of which at least half must be upper-level and at least half taken through UMGC.</i>	COURSE TAKEN	SEMESTER TAKEN OR CREDIT REMAINING
MAJOR COURSES (33 credits)		
◆ BMGT 110 Introduction to Business (3)		
◆ ACCT 301 Accounting for Nonaccounting Managers (3)		
◆ BMGT 496 Business Ethics (3)		
◆ MRKT 310 Marketing Principles (3)		
◆ MRKT 354 Integrated Marketing Communication (3)		
◆ MRKT 395 Managing Customer Relationships (3)		
◆ MRKT 410 Consumer Behavior (3)		
◆ MRKT 412 Marketing Research (3)		
◆ MRKT 454 Global Marketing (3)		
◆ MRKT 457 Digital Marketing (3)		
◆ MRKT 314 Nonprofit Marketing (3) <i>or any MRKT course</i>		
CAPSTONE COURSE FOR MAJOR (3 credits) <i>To be taken in last 15 credits</i>		
◆ MRKT 495 Strategic Marketing Management (3)		
MINOR OR ELECTIVES (15 credits, at least 9 credits upper level for minor) Complete in last 60 credits along with major courses.		
See requirements of individual minor.		
ADDITIONAL ELECTIVES (28 credits)		
Choose any courses to meet 120 credits for degree. Note minimum requirements for upper-level coursework. Complete in last 60 credits along with major and minor courses.		
TOTAL: 120 CREDITS		

◆ Required courses for major