**BBA in Marketing & Graphic Design: Degree Structure**

### Lower Div Lib Ed: (27+13 cr)

<table>
<thead>
<tr>
<th>Cat Ia</th>
<th>3 cr</th>
<th>College Writing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cat Ib</td>
<td>3 cr</td>
<td>Public Speaking/Interpersonal Communication</td>
</tr>
<tr>
<td>Cat Ic</td>
<td>5 cr</td>
<td>Finite Math/Calc I</td>
</tr>
<tr>
<td>Cat Ib</td>
<td>3 cr</td>
<td>Microeconomics</td>
</tr>
<tr>
<td>Cat Ib</td>
<td>4 cr</td>
<td>General Psychology</td>
</tr>
<tr>
<td>Cat Ic</td>
<td>3 cr</td>
<td>Business Law</td>
</tr>
<tr>
<td>Cat IId</td>
<td>3 cr</td>
<td>Visual Literacy</td>
</tr>
</tbody>
</table>

- Cat Ila: Natural Sciences 7 cr
- Cat Ilc: Humanities 3 cr
- Cat IIIa: Global Perspectives 3 cr
- Cat IIIb: Cultural Diversity 0 cr Double count with Ilc
- Cat IIIc: Sustainability 0 cr Double count with Ila

### Additional Pre-Major Requirements (10 cr)

- Acct 2001 Financial Accounting
- Econ 2030 Stats for Bus/Econ
- FMIS 2201 IT in Business
- SSP 1000 UMD Seminar

### Arts/Design Requirements (12 cr)

- Art 1011 2D Design (Art 1002 may be substituted in special cases)- Fall/Sp (note: Art 1011 and 1013 can be taken concurrently)
- Art 1013 2D Digital Design- Fall/Sp
- Art 2905 Design Technology I- Fall (1013 pre-req)
- Art 2907 Typography I- Fall (1011 and 1013 pre-req)

### Upper Division

<table>
<thead>
<tr>
<th>Writ 3121/FMIS 3141 (3 cr)</th>
<th>Advanced Writing/Business Comm</th>
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<tbody>
<tr>
<td>LSBE Core (18 cr)</td>
<td>FMIS or MgtS 3301, FMIS 3601, MgtS 3401, MgtS 3801, Mktg 3701, MgtS 4481 (all of the above are pre-reqs for 4481)</td>
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**Major:**

**Group A: Marketing Required (9 cr)**
- Mktg 3711 Marketing Research
- Mktg 4731 Consumer Behavior
- Mktg 4721 Advertising & Marketing Communications

**Group B: Marketing Elective (9 cr)**
- Mktg 3721 Social Media Marketing
- Mktg 3741 Fundamentals of Selling
- Mktg 3751 Marketing Ethics
- Mktg 3771 Sports Marketing
- Mktg 3781 International Marketing
- Mktg 3797 Marketing Internship
- Mktg 4711 Business-to-Business Marketing
- Mktg 4741 Developing & Marketing New Products
- Mktg 4751 Retailing
- Mktg 4781 Marketing Management & Strategy
- Mktg 4795 Special Topics

**Group C: Arts/Design Electives (12 cr)**
- Art 2911 Graphic Design I- Sp (2905 and 2907 pre-req)
- Art 3907 Typography II- Sp (2907 and 3922 pre-req)
- Art 3922 Graphic Design II- Fall (2911 pre-req)
- Art 4905 Design Technology II- Sp (2905 pre-req)
- Art 3933 Graphic Design III- Sp (3922 pre-req)
- Art 4908 Interactive Design I- Sp (3922 pre-req)

**International** 3 cr

**Non-LSBE/Economics** 4 cr

**Total Credits: 62 cr**

**Total Credits: 58 cr**