

BBA in Marketing & Graphic Design: Degree Structure

<p>Lower Div Lib Ed: (27+13 cr)</p> <p>Cat Ia: Writ 1120 3 cr College Writing</p> <p>Cat Ib: Comm1112/1222 3 cr Public Speaking/Interpersonal Or college level Foreign Lang Communication</p> <p>Cat Ic: Math 1160/1296 5 cr Finite Math/Calc I</p> <p>Cat IIb: Econ 1022 3 cr Macroeconomics</p> <p>Cat IIb: Econ 1023 3 cr Microeconomics</p> <p>Cat IIb: Psy 1003 4 cr General Psychology</p> <p>Cat IIc: Blaw 2001 3 cr Business Law</p> <p>Cat IID: Art 1900 3 cr Visual Literacy</p> <p>Cat IIa: Natural Sciences 7 cr</p> <p>Cat IIc: Humanities 3 cr</p> <p>Cat IIIa: Global Perspectives 3 cr</p> <p>Cat IIIb: Cultural Diversity 0 cr Double count with IIc</p> <p>Cat IIIc: Sustainability 0 cr Double count with IIa</p> <p>Additional Pre-Major Requirements (10 cr)</p> <p>Acct 2001 Financial Accounting</p> <p>Econ 2030 Stats for Bus/Econ</p> <p>FMIS 2201 IT in Business</p> <p>SSP 1000 UMD Seminar</p> <p>Arts/Design Requirements (12 cr)</p> <p>Art 1011 2D Design (Art 1002 may be substituted in special cases)- Fall/Sp (note: Art 1011 and 1013 can be taken concurrently)</p> <p>Art 1013 2D Digital Design- Fall/Sp</p> <p>Art 2905 Design Technology I- Fall (1013 pre-req)</p> <p>Art 2907 Typography I- Fall (1011 and 1013 pre-req)</p> <p style="text-align: right;">Total Credits: 62 cr</p>	<p>Upper Division</p> <p>Writ 3121/FMIS 3141 (3 cr) Advanced Writing/Business Comm</p> <p>LSBE Core (18 cr) FMIS or MgtS 3301, FMIS 3601, MgtS 3401, MgtS 3801, Mktg 3701, MgtS 4481 (all of the above are pre-reqs for 4481)</p> <p>Major:</p> <p>Group A: Marketing Required (9 cr)</p> <p>Mktg 3711 Marketing Research</p> <p>Mktg 4731 Consumer Behavior</p> <p>Mktg 4721 Advertising & Marketing Communications</p> <p>Group B: Marketing Elective (9 cr)</p> <p>Mktg 3721 Social Media Marketing</p> <p>Mktg 3741 Fundamentals of Selling</p> <p>Mktg 3751 Marketing Ethics</p> <p>Mktg 3771 Sports Marketing</p> <p>Mktg 3781 International Marketing</p> <p>Mktg 3797 Marketing Internship</p> <p>Mktg 4711 Business-to-Business Marketing</p> <p>Mktg 4741 Developing & Marketing New Products</p> <p>Mktg 4751 Retailing</p> <p>Mktg 4781 Marketing Management & Strategy</p> <p>Mktg 4795 Special Topics</p> <p>Group C: Arts/Design Electives (12 cr)</p> <p>Art 2911 Graphic Design I- Sp (2905 and 2907 pre-req)</p> <p>Art 3907 Typography II- Sp (2907 and 3922 pre-req)</p> <p>Art 3922 Graphic Design II- Fall (2911 pre-req)</p> <p>Art 4905 Design Technology II- Sp (2905 pre-req)</p> <p>Art 3933 Graphic Design III- Sp (3922 pre-req)</p> <p>Art 4908 Interactive Design I- Sp (3922 pre-req)</p> <p>International 3 cr</p> <p>Non-LSBE/Economics 4 cr</p> <p style="text-align: right;">Total Credits: 58 cr</p>
---	--