

The BBA in Marketing & Graphic Design is a collaborative professional degree between the Labovitz School of Business and Economics and the School of Fine Arts. There is an industry need for strong, qualified graduates whose skills span beyond the traditional disciplines in business. Many organizations are looking for entry-level graduates who are trained in traditional marketing analysis but who also possess applied graphic design skills.

LSBE's Marketing & Graphic Design (MGD) major combines core marketing knowledge with graphic design skills so that graduates can help companies create effective traditional and online marketing campaigns that are built on strong business and design fundamentals. Students enrolled in this major get a broad exposure to the fundamentals of business and economics. In addition, they receive specialized training in marketing and creative design.

The degree enables graduates to work effectively in industry-standard creative teams, moving from empirically identifying and measuring consumer needs and desires to the design of effective promotional graphic systems and materials.

LEARNING OUTCOMES

The MGD major is a selective program restricting the number of students admitted to the major to 20 per year. Students accepted into the program are expected to achieve the following learning outcomes:

- Understand the importance of consumers and their needs to the success of an organization. Be able to work with a creative team to research, design and implement effective marketing strategies.
- Work collaboratively to develop market offerings that satisfy consumer needs, and communicate with the target market with the intent of creating an exchange.
- Solve visual communication problems using conceptual thinking, imagery, typography, and type-and-image combinations powerfully, effectively and responsibly, all with a high degree of usability.

WHEN SHOULD STUDENTS APPLY

Given the way the program is structured, students should apply for admission into the program at the earliest available opportunity, even as early as their Freshman year or while as a senior in High School. By doing so, students can start taking the courses that are required for the major. However, students are free to apply at any stage of their degree program at UMD. Please see the Major's Requirements sheet for information on degree requirements for this major.

It should be noted that getting accepted into the Marketing and Graphic Design major does not guarantee that the student will be admitted to candidacy in LSBE. Students must meet all of the eligibility requirements and submit an application for candidacy at 45 credits. Here are the current standards:

Admission to candidacy status, which allows access to upper division LSBE classes, typically occurs at the junior level when students have successfully completed all pre-major (pre-candidacy) course requirements and met all of the GPA standards. Students with 2.60 UM and overall GPAs and 2.00 internal and pre-major GPAs are admitted upon completion of pre-major courses; students with 2.00-2.59 UM and overall GPAs and 2.00 internal and pre-major GPAs are pooled and reviewed for evidence of academic success in LSBE majors.

ESSAY QUESTIONS (Your response should be no more than 500 words in length for each question).

1. Thinking about the courses you have completed at UMD (or in high school if you are currently a high school senior), identify one course that you have found to be particularly interesting and rewarding. Discuss, providing specific details, as to why you found this course interesting and rewarding.
2. The MGD degree will require you to learn new skills. Please describe your ability to learn new software programs and technology tools without extensive supervision.
3. Why are you interested in the Marketing & Graphic Design BBA degree? If selected, what strengths would you bring to the program?
4. Where do you see the Marketing & Graphic Design BBA degree taking you after graduation?

GRAPHIC DESIGN PORTFOLIO

Please provide some sort of graphic design portfolio (paper copy or electronic version are both acceptable) for our review. This can include anything you have personally created like artwork, photos, illustrations, brochures, videos, etc. The portfolio will be returned after our evaluation.

TRANSCRIPTS

Submit an unofficial copy of your college transcript (if you are currently a high school senior, please submit a copy of your high school transcripts) with your application.