### MAJOR REQUIREMENTS

#### PRIMARY LOWER CORE (PLC)

- **Credits**
- **Required Courses**
  - WRIT 101: College Writing I
  - BMIS 270*: MIS Foundations for Business
  - ECNS 201S: Intro to Microeconomics
  - ACTG 201: Prin. of Financial ACTG (Prereq to ACTG 202)
  - ACTG 202*: Prin. of Managerial ACTG
  - BMKT 222*: Bus. Models & Operations
  - BMKT 105S: Intro to Business – Business Safari

**SUBTOTAL:** 27-29

#### SECONDARY LOWER CORE (SLC)***

- **Credits**
- **Required Courses**
  - COMX 111A: Introduction to Public Speaking
  - ECNS 2025: Prin. of Macroeconomics
  - BMGT 220E: Business Ethics & Social Responsibility

**SUBTOTAL:** 9

#### UPPER CORE***

- **Credits**
- **Required Courses**
  - BFIN 322: Business Finance
  - BMEN 341: People, Process, & Tech I
  - BMEN 342: People, Process, & Tech II
  - BMKT 325: Principles of Marketing

**SUBTOTAL:** 15

#### CAPSTONE

- **Credits**
- **Required Courses**
  - BMGT 499: Strategic Management

**SUBTOTAL:** 3

***Required: Senior major in business status with all secondary lower core and upper-core classes completed with a “C-” or better. EITHER THE FIRST OR SECOND SEMESTER OF STUDENT’S SENIOR YEAR. Capstone must be taken at UM.

### MARKETING MAJOR

- **Credits**
- **Required Courses**
  - BMGT 440: Marketing Analytics
  - BMKT 482: Marketing Management
  - BMKT 491: Marketing Management
  - BMKT 490: Marketing Management
  - BMKT 493: Marketing Management

**Plus 12 credits from the following: **

- BMGT 460: Event Management
- BMGT 462: Event Management
- BMGT 463: Event Management
- BMGT 464: Event Management
- BMGT 465: Event Management
- BMGT 466: Event Management
- BMGT 467: Event Management
- BMGT 468: Event Management
- BMGT 469: Event Management
- BMKT 470: Event Management
- BMKT 471: Event Management
- BMKT 472: Event Management
- BMKT 473: Event Management
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- BMKT 496: Event Management
- BMKT 497: Event Management
- BMKT 498: Event Management
- BMKT 499: Event Management

**SUBTOTAL:** 24

*Non-business MKTG electives available – See Catalog for list

Note: At least 6 credits must come from BMKT 440, BMKT 482, BMKT 491, BMKT 483, BMIS 326

Up to 6 credits of BMKT 493 can count towards elective requirement
Up to 6 credits of BMKT 491 can count towards elective requirement
Up to 3 credits of BMKT 498 can count towards elective requirement

* See prerequisites on back of this sheet

### TOTAL Required for MKTG Major

78 – 80

### GENERAL EDUCATION REQUIREMENTS

#### WRITING

- **Credits**
- **A)** Introductory writing course
  - WRIT 101

- **B)** Intermediate writing course
  - BMEN 499

- **C)** Advanced writing course
  - BGEN 499

#### MATH: Choose one from the list below

- **Credits**
- **M** 115/121/151/162

#### SYMBOLIC SYSTEMS/FOR. LANGUAGE: Choose one from the list below

- **Credits**
- **STAT 216/SOCI 202/PSYX 222/FORS 201

#### GROUPS

- **Credits**
- **LITERARY AND ARTISTIC STUDIES (L)**

- **HISTORICAL AND CULTURAL STUDIES (H)**

- **SOCIAL SCIENCES (S)**
  - ECNS 201S

- **ETHICS (E)**
  - BGEN 220E

- **DEMOCRACY AND CITIZENSHIP (Y)**

- **CULTURAL AND INTERNATIONAL DIVERSITY (X)**

- **NATURAL SCIENCE (N)** including one lab

**Additional requirements for all UM Business Students:**

- At least 60 credits must be earned in Business classes. [ECNS Courses can count here.]
- At least 39 credits must be earned in upper-division courses.
- At least 120 credits are required to graduate.
- At least 30 credits of the last 45 credits must be taken at UM
- 30 credits in business AND certain business classes must be taken at UM.
- 2.0 GPA overall at UM, in business, and in the major.