

MARKETING MAJOR

Associate Dean: Joseph Bailey, Ph.D.

Assistant Dean: Brian Horick

The goal of marketing is to satisfy all the stakeholders of the firm - employees, dealers, stockholders, and customers - by seeing that quality goods and services are developed and provided at fair prices and in a way that benefits the community and society. World-class competition has forced businesses to develop marketing programs that are as good as the best. This means getting closer to the customer, joining other organizations to create value for the consumer, and designing integrated distribution and communication programs that provide a seamless flow from producers to consumers. Pricing, communication/promotion, product/service, and distribution activities inherent in the development of marketing programs are applicable to non-profit organizations, business-to-business organizations, and firms that sell to ultimate consumers.

Many types of careers are available to the marketing major. These include, but are not limited to: sales, advertising, retailing, product/service management, and marketing research. Because of the many different employment opportunities in marketing, many marketing electives are offered along with three core courses required of all marketing majors - consumer analysis, marketing research, and marketing strategy.

Admission to the Major

See "Admission Requirements (<https://academiccatalog.umd.edu/undergraduate/colleges-schools/business/>)" on the Robert H. Smith School of Business page.

Program Learning Outcomes

1. Apply elements of critical thinking.
2. Identify common situations in chosen career that could result in ethical dilemma.
3. Analyze ethical scenarios and apply frameworks to develop solutions.
4. Foster and sustain team environments that are inclusive of ideas from all contributing members.
5. Apply leadership skills to motivate and coordinate with other to achieve goals.
6. Write professional-grade business documents.
7. Develop and deliver effective oral presentations.
8. Identify and use appropriate quantitative tools and techniques.
9. Use software applications to analyze and solve problems.
10. Explain how functional areas interact and drive one another.
11. Apply consumer behavior concepts to solve real world issues in marketing.
12. Analyze survey data using appropriate tools and techniques and apply findings to resolve marketing issues.
13. Formulate STP plans and apply the proper alignment of 4Ps of marketing to solve real world problems in business.

REQUIREMENTS

Course requirements for the junior-senior curriculum concentration in Marketing are as follows:

Course	Title	Credits
College Requirements (https://academiccatalog.umd.edu/undergraduate/colleges-schools/business/#collegerequirementstext)		
BMGT354	Consumer Analysis	3
BMGT351	Marketing Research Methods	3
BMGT457	Marketing Policies and Strategies	3
Select three of the following:		9
BMGT456	Customer-Centric Innovation	
BMGT453	Retail Management	
BMGT357	Marketing Internship	
BMGT372	Introduction to Logistics and Supply Chain Management	
BMGT450	Integrated Marketing Communications	
BMGT454	Global Marketing	
BMGT455	Sales Management	
BMGT458	Special Topics in Marketing (maximum of 6 credits if content differs)	
BMGT484	Digital Marketing	
Total Credits		18

In addition to the major requirements listed above, please consult "Colleges and Schools" on this site or www.rhsmith.umd.edu (<http://www.rhsmith.umd.edu>) for a listing of additional Smith School degree requirements that apply to all Smith School majors.

The Marketing major is also offered at The Universities at Shady Grove (<https://shadygrove.umd.edu/>) in Montgomery County, Maryland. Click here (<https://www.rhsmith.umd.edu/programs/undergraduate/shady-grove/>) to see more information about the Robert H. Smith School of Business's undergraduate offerings at the Shady Grove campus.

GRADUATION PLANS

Click here (<https://www.rhsmith.umd.edu/programs/undergraduate/academics/academic-majors/>) for roadmaps for graduation plans in the Robert H. Smith School of Business.

Additional information on developing a graduation plan can be found on the following pages:

- <http://4yearplans.umd.edu>
- the Student Academic Success-Degree Completion Policy (<https://academiccatalog.umd.edu/undergraduate/registration-academic-requirements-regulations/academic-advising/#success>) section of this catalog