



University of Maryland University College  
 Graduate School of Management & Technology  
 Certificate in Integrated Direct Marketing  
 (For students who started their program prior to fall 2007)  
 Please fill in the study plan, indicating course as completed.

Student Name \_\_\_\_\_ Empl id \_\_\_\_\_

Date \_\_\_\_\_

Courses highlighted in **bold blue** indicate core courses included in the fall 2007 curriculum for the Certificate in Integrated Direct Marketing (4 courses needed).

**If Following Curriculum Prior to Fall 2007**

Prior to Fall 2007		Fall 2007 Course # and Title		
Required Courses				
Course #	Course Title	Course #	Course Title	Semester Completed
MGMT 650	Research Methods for Managers	<b>MGMT 650</b>	Research Methods for Managers	
MRKT 600	Marketing Management	<b>MRKT 600</b>	Marketing Management	
MRKT 604	Marketing Intelligence and Research Systems	<b>MRKT 604</b>	Marketing Intelligence and Research Systems	
MRKT 606	Integrated Direct Marketing	<b>MRKT 606</b>	Integrated Direct Marketing	