



University of Maryland University College Graduate School of Management & Technology

Master of Science in Management

Marketing specialization

(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 _____

KEY:

- Courses highlighted in **bold blue** indicate core courses included in the fall 2007 curriculum for the Master of Science in management (5 core courses needed).
- Courses highlighted in *italicized pink* indicate specialization courses included in the fall 2007 curriculum for the marketing specialization (7 specialization courses needed).
- Additional courses may be needed to complete fall 2007 curriculum. See the fall 2007 catalog for more information.

* **NOTE:** MGMT 615 is one three credit class that replaces either MGMT 625 or MGMT 635 but not both. Not equivalent to MGMT 620.

If Following Curriculum Prior to Fall 2007				
Prior to Fall 2007		Fall 2007 Course # and Title		
Required core courses				Semester Course Completed
Course #	Course Title	Course #	Course Title	
MGMT 610	The Manager in a Technological Society	MGMT 610	The Manager in a Technological Society	
MGMT 625	Organizational and Group Development	* MGMT 615	Intercultural Communication and Leadership	

MGMT 635	Organizational Leadership and Decision Making	* MGMT 615	Intercultural Communication and Leadership	
MGMT 640	Financial Decision Making for Managers	MGMT 640	Financial Decision Making for Managers	
MGMT 650	Research Methods for Managers	MGMT 650	Research Methods for Managers	
MGMT 670	Strategic Management Capstone	MGMT 670	Strategic Management Capstone	
Specialization Courses				
MRKT 600	Marketing Management	<i>MRKT 600</i>	Marketing Management	
MRKT 601	Legal and Ethical Issues in Global Communications	<i>MRKT 601</i>	Legal and Ethical Issues in Global Communications	
MRKT 603	Brand Management	<i>MRKT 603</i>	Brand Management	
And three of the following:				
MRKT 602	Consumer Behavior	<i>MRKT 602</i>	Consumer Behavior	
MRKT 604	Marketing Intelligence and Research Systems	<i>MRKT 604</i>	Marketing Intelligence and Research Systems	
MRKT 606	Integrated Direct Marketing	<i>MRKT 606</i>	Integrated Direct Marketing	
PRPA 601	Public Relations Theory and Practice	PRPA 601	Public Relations Theory and Practice	

PRPA 610	Crisis Management Seminar	PRPA 610	Crisis Management Seminar	
CSMN 639	Multimedia and the Internet	IMAT 639	Internet Multimedia Applications	
ECOM 620	E-Marketing	EBUS 620	E-Marketing	

NOTE: If you are following the fall 2007 curriculum, the following specialization course is needed in addition to those highlighted above:

		<i>MRKT 605</i>	International Marketing Management	
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