



University of Maryland University College
 Graduate School of Management & Technology
 MBA/MS in Management – Marketing specialization Dual Degree
 Please fill in the study plan, indicating course as completed.

Name _____ Empl id _____ Date _____

MBA/MS in Management – Marketing Specialization

(NOTE: A coursework for second degree presented below. All requirements for the first degree must be successfully completed prior to enrolling in any course for the second degree.)

KEY:

- Courses highlighted in *italicized pink* indicate MSM specialization courses included in the fall 2007 curriculum for the MBA/MSM dual degree. (6 specialization courses needed for the dual degree). All courses highlighted in pink are applicable to fall 2007 requirements. Fall 2007 requirements include no electives.
- Additional courses may be needed to complete the fall 2007 curriculum. See the catalog for more information.

Prior to Fall 2007		Fall 2007 Course # and Title		Semester Completed
Course #	Course Title	Course #	Course Title	
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 four 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	

NOTE: To satisfy Fall 07 requirements, in addition to the courses highlighted in pink above students must also complete the following course:

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