

GUIDE TO GRADUATION
Academic Year 2008-2009

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B.S. in BUSINESS ADMINISTRATION

MARKETING

SPECIALIZATION

www.ubalt.edu/marketing



Merrick School of Business

The Merrick School of Business is committed to providing the guidance and support you need to complete your program in a timely manner. This **Guide to Graduation** provides the in-depth information necessary to assist you in planning your undergraduate academic career. It contains a complete checklist of required courses and a suggested plan of study, as well as detailed course information, including course prerequisites and projected course offerings.

While this information will be helpful to you, you should also contact the Merrick Advising Center. They are here to assist you in planning your program plan of study and to answer any questions that you may have. Advisers are available during the day and the evening. Students in the online programs and who do not have access to the campus will be advised electronically. All new students should meet with an adviser prior to registering for their first semester to receive a personalized program plan of study.

Although your academic adviser will assist you in planning your program, it is ultimately your responsibility to complete the degree requirements and acquaint yourself with the University's academic policies.

Call to schedule your advising appointment today!

CONTACT INFO:

Merrick Advising Center

Business Center Room 142

Phone: 410.837.4944

- **For students with last names beginning with A through K:**

Judy Sabalauskas

Academic Adviser

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- **For students with last names beginning with L through Z:**

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Senior Academic Adviser

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PROGRAM CHECKLIST

B.S. in Business Administration Marketing Specialization

Name:

Student ID Number:

Semester:

DEGREE REQUIREMENTS	UB COURSE	CREDITS	GEN. ED.	SEMESTER COMPLETED
GENERAL EDUCATION AND UNIVERSITY REQUIREMENTS				
University Requirements		<i>Note: The following two courses are only required of UB freshmen.</i>		
Seminar – Applied Learning & Study Skills	IDIS 101	2		
Introduction to Information Literacy	IDIS 110	3		
Lower Division Gen Ed Requirements				
English Composition	WRIT 101	3	WRIT	
Literature		3	ENGL	
History or Philosophy		3	HIPL	
Fine Arts		3	ART	
Social Science 1 (Other than ECON)		3	SOSC 1	
Biological & Physical Science 1		3	GSCI 1	
Biological & Physical Science 2 (1 with lab)		4	GSCI 2	
Upper Division Gen Ed Requirements				
Ethical Issues in Business and Society	IDIS 302	3	IDIS	
Advanced Expository Writing (by 2 nd semester in the program)	WRIT 300	3	WRIT	
BUSINESS REQUIREMENTS				
Prerequisite Courses				
Introduction to Financial Accounting	ACCT 201	3		
Introduction to Managerial Accounting	ACCT 202	3		
Business Law I	BULA 151	3		
Oral Communications	CMAT 201 or 303*	3	SPCH	
The Economic Way of Thinking	ECON 200*	3	SOSC 1	
College Algebra	MATH 111*	3	MATH	
Introduction to Business Statistics	OPRE 201	3		
Business Core Requirements				
Managerial Economics	ECON 305	3		
Financial Management	FIN 331	3		
Management Information Systems	INSS 300*	3	COSC	
Human Resource Management	MGMT 300	3		
Organizational Behavior	MGMT 301	3		
Global Business Environment	MGMT 302	3		
Process & Operations Management	MGMT 339	3		
Marketing Management	MKTG 301	3		
Business Application of Decision Science	OPRE 315	3		
Statistical Data Analysis	OPRE 330	3		
Strategic Management taken in final semester	MGMT 475	3		
MARKETING REQUIREMENTS				
New Venture & Industry Analysis	MKTG 450	3		
Advanced Marketing Management	MKTG 460	3		
Approved MKTG Elective (see current catalog)		3		
Approved MKTG Elective (see current catalog)		3		
Approved MKTG Elective (see current catalog)		3		
Electives - Number of electives may vary and will be determined at initial advising meeting.				
Total Transfer Credits: _____	Total Credits Required: _____	Total Credits Earned: _____	Minimum of 120 credits	

*These courses also satisfy the following general education requirements: Math, Computer Literacy, Oral Communications, and one Social Science.

GUIDE TO GRADUATION

B.S. in Business Administration Marketing Specialization

Below is an example plan of study for the B.S. in Business Administration program with a Marketing specialization. This is meant to act as a guide, but need not be followed in the same order for every student. Part-time students and those students transferring in credits from another university or college will need to adjust their plan accordingly. Students should consult with their adviser each semester prior to registration.

FALL SEMESTER

SPRING SEMESTER

Freshmen

IDIS 101	Applied Learning & Study Skills	WRIT 101	College Composition
IDIS 110	Intro to Information Literacy		Gen Ed or Lower-Level Elective
DVMA or MATH 111	College Algebra		Gen Ed or Lower-Level Elective
	Gen Ed or Lower-Level Elective		Gen Ed or Lower-Level Elective
	Gen Ed or Lower-Level Elective		Gen Ed or Lower-Level Elective

Sophomore

ACCT 201	Intro to Financial Accounting	ACCT 202	Intro to Managerial Accounting
BULA 151	Business Law		CMAT 201 or 303 Oral Communications
ECON 200	Economic Way of Thinking	OPRE 201	Intro to Business Statistics
	Gen Ed or Lower-Level Elective		Gen Ed or Elective
	Gen Ed or Lower-Level Elective		Gen Ed or Elective

Junior

FIN 331	Financial Management	ECON 305	Managerial Economics
MGMT 300	Human Resource Management	MGMT 301	Organizational Behavior
MKTG 301	Marketing Management	MKTG 450	New Venture & Industry Analysis
OPRE 330	Statistical Data Analysis	OPRE 315	Business Apps. Decision Science
WRIT 300	Advanced Expository Writing		Marketing Elective

Senior

MGMT 302	Global Business Environment	IDIS 302	Ethical Issues in Business & Society
MGMT 339	Process & Operations Management	INSS 300	Management Information Systems
MKTG 460	Advanced Marketing Management	MGMT 475	Strategic Management
	Marketing Elective		Marketing Elective
	Elective		Elective

Important Student Information:

- Maintain a minimum cumulative grade point average of 2.0.
- Earn a minimum of “C-” in all required courses with the exception of non-Business electives.
- Earn a minimum grade of “C” in **WRIT 300 and IDIS 302**.
- Apply up to 60 credits of community college work or up to 90 credits of four-year college or university work toward degree requirements, unless an articulation agreement stipulates otherwise.
- Complete at least 30 credits at the University of Baltimore.
- **PLACEMENT TESTING** is required for MATH 111 *College Algebra* and WRIT 300 *Advanced Expository Writing*. For complete information visit the following Web site: <http://www.ubalt.edu/arc>.

Note: The provisions of this fact sheet are not to be regarded as a contract between the student and the University of Baltimore. The Merrick School reserves the right to change courses, schedules, calendars, and any other provisions or requirements. Students are responsible for the selection of courses, completion of degree requirements, and acquainting themselves with academic policies.

PREREQUISITE COURSES

Course	Course Title	Course Description	Prerequisite	Semesters Offered
ACCT 201	Introduction to Financial Accounting	A comprehensive study of basic financial accounting processes applicable to a service, merchandising and manufacturing business. An analysis of transactions, journalizing, posting, preparation of working papers and financial statements.		Fall and Spring semesters and occasionally in the Summer.
ACCT 202	Introduction to Managerial Accounting	An introductory study of managerial accounting processes including job order costing, process costing, cost-volume-profit analysis, standard costs, activity-based costing, cost analysis, budgeting and managerial decision making.	ACCT 201 or equivalent with a minimum grade of C	Fall and Spring semesters and occasionally in the Summer.
BULA 151	Business Law I	A basic study of the judicial system, contracts, agency, fraud, sale of personal property, warranties, transfer of title and legal remedies		Fall and Spring semesters and occasionally in the Summer.
CMAT 303	Oral Communication in Business	Extensive practice in presentational speaking, briefing techniques, the mechanics and dynamics of group meetings and the development of interviewing, critical listening and interpersonal communication skills. Laboratory fee required. Note: If students have already completed CMAT 201, they don't need to complete CMAT 303.		Fall and Spring semesters and occasionally in the Summer.
ECON 200	The Economic Way of Thinking	An economist sees the world in a unique way and is able to provide a different perspective on many issues. This course presents the "economic way of thinking" with an emphasis on being able to make effective decisions in a wide variety of economic and business situations. In addition, the "economic way of thinking" is used to understand the impact of business and government policies and actions on our daily lives.		Fall and Spring semesters and occasionally in the Summer.
MATH 111	College Algebra	Provides students with more advanced skills required for high-level applications of mathematics. Negative and rational exponents; functions, their properties and operations including inverse functions; linear, quadratic, polynomial, rational, absolute value, exponential and logarithmic functions are explored. Students develop graphical and algebraic skills and study applications of concepts.	Adequate placement test score or successful completion of DVMA 95	Fall and Spring semesters and occasionally in the Summer.
OPRE 201	Introduction to Business Statistics	An introductory course in descriptive and inferential statistical concepts and techniques used in business. The study of probability concepts includes discrete and continuous probability distributions. Topics in descriptive statistics explore measures of location and dispersion and the correlation coefficient. The study of inferential statistics includes sampling distributions of statistics, confidence interval estimation and an introduction to hypothesis testing.	Adequate placement test scores or successful completion of DVMA 95: Intermediate Algebra	Fall and Spring semesters and occasionally in the Summer.

BUSINESS CORE REQUIREMENTS

Course	Course Title	Course Description	Prerequisite	Semesters Offered
ECON 305	Managerial Economics	Managers and business professionals need the wide variety of tools provided by economic theory to deal with the many complex issues facing organizations in today's competitive global markets. This course focuses on the economic forces affecting the process of organizing economic activity. The primary tools of analysis are imperfect information, transaction costs and the voluntary pursuit of efficiency.	ECON 200 or 3 hours of micro- or macroeconomics	Fall and Spring semesters and occasionally in the Summer.
FIN 331	Financial Management	An overview and understanding of fundamental principles of financial decision making and their application to internal and external problem solving by the business enterprise. Topics include financial statement analysis and forecasting, time value of money and security valuation, corporate capital budgeting, cost of capital and capital structure. Thematic coverage encompasses the traditional, international and ethical dimensions of financial decision making.	ACCT 201 and ECON 200 or 3 hours of micro- or macroeconomics	Fall and Spring semesters and occasionally in the Summer.
INSS 300	Management Information Systems	Provides a fundamental knowledge of information systems and technology (IS&T) issues from the perspective of business professionals. This includes information technology concepts and vocabulary, as well as insights into IS&T applications in business organizations. Topics include searching and extracting information to solve business problems; the role of organizational context in IS&T effectiveness; the economic, social, legal and ethical impacts of IS&T; the systems life cycle approach; and key technologies such as the Internet, networking and database management systems.		Fall and Spring semesters and occasionally in the Summer.
MGMT 300	Human Resource Management	An exploration of competence areas necessary for effectively dealing with people in the workplace. Emphasis is placed on practical application of knowledge gained in the areas of human resource planning, job analysis, selection, training, compensation and safety/health administration. An overview of labor management relations is provided. Course coverage includes diversity, ethics, communication and international considerations.		Fall and Spring semesters and occasionally in the Summer.
MGMT 301	Organizational Behavior	An analysis of individual behavior, interpersonal relationships in organizations, the nature of work, values and ethics, motivation and morale, teamwork, communications and group dynamics, leadership and supervision, and organizational theory and change. Course coverage includes significant research from the behavioral sciences and examples from the international perspective.		Fall and Spring semesters and occasionally in the Summer.
MGMT 302	Global Business Environment	Enhances students' abilities to operate successfully in today's multicultural, global environment. Students will gain a theoretical basis for understanding key aspects of the global business environment, as applied to small companies, multinational corporations, multilateral institutions and nongovernmental organizations. Students will explore the impact of globalization at home and abroad. Course modules aim to broaden students' understanding of similarities and differences among national political economies, legal systems and sociocultural environments including world religions, business ethics and social responsibility. Students will survey business functions as they are applied to expand and manage international operations.		Fall and Spring semesters.
MGMT 339	Process & Operations Management	Provides an overview of managing critical resources efficiently and effectively to create physical goods, services and information goods in manufacturing and service organizations. Topics include operations strategy, project management, forecasting, location and layout of facilities, capacity and process planning, upstream and downstream supply chains and the role of the Internet, operations and environment, matching supply and demand, scheduling, job design and quality management. Integrated throughout are considerations of ethics, information systems, people involved and the domestic and international environment.		Fall and Spring semesters.

BUSINESS CORE REQUIREMENTS (continued)

Course	Course Title	Course Description	Prerequisite	Semesters Offered
MKTG 301	Marketing Management	A basic course in the contribution of marketing to the firm or organization that includes decision-making tools for integrating product, price, distribution, and communication decisions and processes into an organization competing in a global environment. Students also build skills in oral and written communication.		Fall and Spring semesters and occasionally in the Summer.
OPRE 315	Business Application of Decision Science	A study of managerial decision-making processes using a decision sciences approach. Topics include linear and integer models and decision analysis and their application in investment problems, media selection, market research, product mix, production planning, personnel scheduling and transportation design, among others. Special emphasis is on understanding the concepts and computer implementation and interpreting the results to write management reports.	MATH 111	Fall and Spring semesters and occasionally in the Summer.
OPRE 330	Statistical Data Analysis	A second course in the statistical analysis of data related to business activities with emphasis on applications in various functional areas including accounting, finance, management, marketing and operations management, among others. Topics include estimation, hypothesis testing, contingency tables and chi-square test, analysis of variance and covariance, simple and multiple regression analysis and correlation analysis. Computer implementation using Excel-based statistical data analysis or other relevant software and interpretation of results for business applications are emphasized.	OPRE 201 and INSS 100 or equivalent	Fall and Spring semesters and occasionally in the Summer.
MGMT 475	Strategic Management	This capstone course utilizes the case method to study processes, strategy, change and policy issues arising at the general management level. This course must be taken in the final semester.	All upper-division core courses	Fall and Spring semesters and occasionally in the Summer.

MARKETING REQUIRED COURSES

Course	Course Title	Course Description	Prerequisite	Semesters Offered
MKTG 450	New Venture & Industry Analysis	The use of information and marketing models to analyze consumer and industrial markets. Students also build professional competencies in using computers to analyze marketing information used for market planning.	MKTG 301	Spring semester.
MKTG 460	Advanced Marketing Management	A study of the organization and management of a marketing-oriented enterprise using marketing cases and integrating the frameworks and skills from Marketing Management (MKTG 301) and New Venture and Industry Analysis (MKTG 450) to analyze and plan marketing programs. Critical thinking, oral and written communication and teamwork competencies are advanced.	MKTG 301 and 450	Fall semester.

MARKETING REQUIRED COURSES

Choose three courses from the following:

Course	Course Title	Course Description	Prerequisite	Semesters Offered
MKTG 407	International Marketing	An application of marketing concepts and tools to international marketing problems arising in a global business environment.	MKTG 301	Spring semester.
MKTG 415	Advertising and Promotion	Communication theories are investigated to provide the tools to effectively plan implement and evaluate integrated marketing communication programs. Students advance their professional competencies in written and oral communication, teamwork and critical thinking.	MKTG 301	Fall and Spring semesters
MKTG 420	Marketing Research	An analysis of the methods of collecting, analyzing and interpreting marketing information and specific applications of research to problems in the marketing field. Students build critical thinking competencies in data interpretation.	MKTG 301 and OPRE 201	Fall semesters and occasionally in the Summer.
MKTG 440	Product Management	Examines methods of creating new ideas, developing product prototypes, modifying existing products, evaluating market response, and commercializing and launching new products and services. Competitive and global changes and technological, social, legal, economic and related issues are considered in the assessment of market potential, corporate resource needs and eventual success.	MKTG 301	Fall semester.
MKTG 497	Special Topics in Marketing	The marketing faculty, from time to time, offer an opportunity to integrate new material into the undergraduate program reflecting changes in the field and in the educational needs of students.	MKTG 301	Offered according to demand.
MKTG 499	Independent Study: Marketing	An independent study completed under the direction of a faculty member.	See your academic advisor.	



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