

WESTERN NEW MEXICO UNIVERSITY
Degree Plan - Bachelor of Business Administration - Marketing (0509)
 (no minor required)
College of Business and Economics

Student Name: _____ ID # _____ Tel #: _____ Degree Type _____
 Address: _____ Email: _____ ☐ BBA
 (complete - incl street, city, state, zip) _____
 Catalog Authority: 2014-15 Expected Completion: _____ Advisor: _____

GENERAL EDUCATION REQUIREMENTS (41)*

<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>
Area I - Oral Communications (3)		
Pick one of the following: COMM 110, THR 250		
Course: _____ (3)	_____	_____
or Transfer: TGE (COMM 175)		
Area I - Written Communications (6)		
ENGL 101 Comp & Rhetoric I (3)	_____	_____
ENGL 102 Comp & Rhetoric II (3)	_____	_____
or Transfer: TGE (ENGL 175) for ENGL 102 only		
Area II - Mathematics (3)		
MATH 105, 106, 121, 131, 132 or 171		
Course: _____ ()	_____	_____
or Transfer: TGE (MATH 175)		
Area III - Laboratory Science (8)		
Pick two courses (plus labs) from the following:		
BIOL 101, 102, 202, 204, 206,	CHEM 121, 151, 152	
BIOL 212, 254, 255	PHSC 101, 115, 171	
GEOL 101, 102, 105, 201	PHYS 151, 152, 171, 172	
Course: _____ (4)	_____	_____
Course: _____ (4)	_____	_____
or TGE (BIOL 175, CHEM 175, GEOL 175, PHSC 175, PHYS 175)		
Area IV - Social and Behavioral Sciences (6-9) ** (see page 2)		
Pick 2-3 courses from different groups of the following:		
1) ANTH 201, 202, 212/214; GEOG 201, 202, 205		
2) ECON 200, 201, 202 3) POLS 201, 202		
4) PSY 102 5) SOC 101, 102, BSAD 100, CJUS 111, SWK 101		
Course: _____ (3)	_____	_____
Course: _____ (3)	_____	_____
Course: _____ (3)	_____	_____
or Transfer TGE (ANTH 175, ECON 175, GEOG 175, POLS 175, PSY 175, SOC 175)		

<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>
Area V - Humanities and Fine Arts (9-12) **		
Pick 3-4 courses from at least 3 separate categories below:		
1) History HIST 111, 112, 201, 202		
Course: _____ (3)	_____	_____
Course: _____ (3)	_____	_____
or Transfer: TGE (HIST 175)		
2) Literature ENGL 200, 201, 205, 225, 240, 265		
ENGL 293, 294, 296, 297; CCHS 243		
Course: _____ (3)	_____	_____
Course: _____ (3)	_____	_____
or Transfer: TGE (ENGL 275)		
3) Aesthetics (Art, Music, Theater)		
ART 211, 241, 261; MUSC 111, 119; THR 110, 136, 211		
Course: _____ ()	_____	_____
Course: _____ ()	_____	_____
or Transfer: TGE (ART 175, MUSC 175, THR 175, HUM 175)		
4) Philosophy PHIL 100, 101, 200		
Course: _____ (3)	_____	_____
Course: _____ (3)	_____	_____
or Transfer: TGE (PHIL 175)		

Technology Literacy (3)
 CMPS 110, CMPS 111, ART 140, or take a challenge exam.
 Course: _____ (3) _____
 or Transfer: TGE (CMPS 175)

* Includes 35 hours of the NM Common Core
 plus 6 additional WNMU hours

** The total credits from Area IV and Area V
 must be 18 hours.

Note: TGE = Transferred General Education courses
 listed by HED or other transfer agreements,
 but with no WNMU equivalent

BS/BBA Requirement (6)

MIS 405 MIS for Managers (3)	_____	MATH 321 Statistics (3)	_____
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Degree Plan - Bachelor of Business Administration - Marketing

SUPPORTING COURSEWORK (12 credit hours)

<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>	<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>
ECON 201 Prin of Macroecon*	(3)		MATH 121 Math for Bus Applications I*		
ECON 202 Prin of Microecon*	(3)		<u>or</u> MATH 131 College Algebra*	(3)	
*May count as General Education			MATH 221 Math/Bus Appl II	(3)	

BUSINESS ADMINISTRATION CORE REQUIREMENTS (24 credit hours)

<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>	<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>
BSAD 230 Princ Financial Acct	(3)		BSAD 350 Prin of Management	(3)	
BSAD 231 Managerial Acct	(3)		BSAD 370 Princ of Finance	(3)	
BSAD 300 Legal Environ Mgrs	(3)		BSAD 451 Human Resrce Mgmt	(3)	
BSAD 340 Princ of Marketing	(3)		BSAD 497 Bus Policies & Mgmt	(3)	

MARKETING CORE REQUIREMENTS (21 credits Minimum)

BSAD 341 Consumer Behavior	(3)		Select three Marketing Electives from the following:		
BSAD 441 Business Research	(3)		BSAD 343, BSAD 346, BSAD 347, BSAD 348, BSAD 349		
BSAD 445 Marketing Strategy	(3)		Course:	(3)	
BSAD 486 International Business	(3)		Course:	(3)	
			Course:	(3)	

Guided Upper Division Electives (9 credits Minimum)

Select at least 3 advisor approved electives or choose an optional area of concentration: _____

Course: _____	()		Course: _____	()	
Course: _____	()		Course: _____	()	

ADDITIONAL COURSES (to fulfill the 128 hour requirement)

<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>	<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>
Course: _____	()		Course: _____	()	
Course: _____	()		Course: _____	()	
Course: _____	()		Course: _____	()	
Course: _____	()		Course: _____	()	
Course: _____	()		Course: _____	()	
Course: _____	()		Course: _____	()	

Student Success Seminar: ACAD 101 (3 credits) Sem/Year: _____ Grade: _____

Service Learning 3 credits: _____ Sem/Year: _____ Grade: _____

Upper Division Hours (54 minimum): _____ **Writing Intensive Hours (12 minimum):** _____
(6 hours must be outside of major and minor disciplines)

Total Hours (128 minimum required): _____ **Copy to Registrar on (date):** _____

Original completed on (date): _____ **Grad. Audit sent on (date):** _____

Updated on (date): _____

Student Signature: _____ **date:** _____

Advisor Signature: _____ **date:** _____