

**WESTERN NEW MEXICO UNIVERSITY**  
**Degree Plan -Bachelor of Business Administration - Marketing (0509)**  
**(no minor required)**  
**School of Business**

Student Name: \_\_\_\_\_ ID #: \_\_\_\_\_ Tel #: \_\_\_\_\_ Degree Type

Address: \_\_\_\_\_ Email: \_\_\_\_\_ ☐ BBA

(complete - including street, city, state, zip) \_\_\_\_\_

Catalog Authority: 2015-16 Expected Completion: \_\_\_\_\_ Advisor: \_\_\_\_\_

**GENERAL EDUCATION REQUIREMENTS (41)\***

<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>	<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>
<b>Area I - Oral Communications (3)</b>			<b>Area V - Humanities and Fine Arts (9-12) **</b>		
Pick one of the following: COMM 110, THR 250			Pick 3-4 courses from at least 3 separate categories below:		
Course: _____ (3) _____			<b>1) History</b> HIST 111, 112, 201, 202		
or Transfer: TGE (COMM 175)			Course: _____ (3) _____		
			Course: _____ (3) _____		
			or Transfer: TGE (HIST 175)		
<b>Area I - Written Communications (6)</b>			<b>2) Literature</b> ENGL 200, 201, 205, 225, 240		
ENGL 101 Comp & Rhetoric I (3) _____			ENGL 293, 294, 296, 297; LALS 243		
ENGL 102 Comp & Rhetoric II (3) _____			Course: _____ (3) _____		
or Transfer: TGE (ENGL 175) for ENGL 102 only			Course: _____ (3) _____		
			or Transfer: TGE (ENGL 275)		
<b>Area II - Mathematics (3)</b> (see page 2)			<b>3) Aesthetics (Art, Music, Theater)</b>		
MATH 105, 106, 121, 131, 132 or 171			ART 211, 241, 261; MUSC 111, 119; THR 110, 136, 211		
Course: _____ ( ) _____			Course: _____ ( ) _____		
or Transfer: TGE (MATH 175)			Course: _____ ( ) _____		
			or Transfer: TGE (ART 175, MUSC 175, THR 175, HUM 175)		
<b>Area III - Laboratory Science (8)</b>			<b>4) Philosophy</b> PHIL 100, 101, 200		
Pick two courses (plus labs) from the following:			Course: _____ (3) _____		
BIOL 101, 102, 202, 204, 206, CHEM 121, 151, 152			Course: _____ (3) _____		
BIOL 212, 254, 255 PHSC 101, 115, 171			or Transfer: TGE (PHIL 175)		
GEOL 101, 102, 201 PHYS 151, 152, 171, 172					
Course: _____ (4) _____					
Course: _____ (4) _____					
or TGE (BIOL 175, CHEM 175, GEOL 175, PHSC 175, PHYS 175)					
<b>Area IV - Social and Behavioral Sciences (6-9) **</b> (see page 2)			<b>Technology Literacy (3)</b>		
Pick 2-3 courses from different groups of the following:			CMPS 110, CMPS 111, ART 140, or take a challenge exam.		
1) ANTH 201, 202, 212/214; GEOG 201, 202, 205			Course: _____ (3) _____		
2) ECON 200, 201, 202 3) POLS 201, 202			or Transfer: TGE (CMPS 175)		
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)					

\* 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) \_\_\_\_\_

## 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 Business Appl I*		
ECON 202 Prin of Microecon* (3)	_____	_____	<b>or</b> MATH 131 College Algebra* (3)	_____	_____
*May count as General Education			MATH 221 Math Bus Appl II (3)	_____	_____

### **BUSINESS ADMINISTRATION CORE REQUIREMENTS (24 credit hours)**

ACCT 230 Princ Fin'l Acct (3)	_____	_____	MGMT 350 Prin of Management (3)	_____	_____
ACCT 231 Managerial Acct (3)	_____	_____	FINC 370 Princ of Finance (3)	_____	_____
BSAD 300 Legal Envir Mgrs (3)	_____	_____	MGMT 451 Human Resrce Mgm (3)	_____	_____
MKTG 340 Princ of Marketing (3)	_____	_____	BSAD 497 Bus Policies/ Mgmt (3)	_____	_____

### **MARKETING CORE REQUIREMENTS (21 Minimum)**

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

### **GUIDED UPPER DIVISION ELECTIVES IN BSAD, ACCT, FINC, MGMT, MKTG, MIS, or ECON (9 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: _____	( )	_____

**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:** \_\_\_\_\_

**Student Signature:** \_\_\_\_\_ **date:** \_\_\_\_\_

**Advisor Signature** \_\_\_\_\_ **date:** \_\_\_\_\_