

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: 2016-17 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>
Area I - Oral Communications (3)			Area V - Humanities and Fine Arts (9-12) **		
Pick one of the following: COMM 110, THR 250			Pick 3-4 courses from at least 3 separate categories below:		
Course: _____ (3) _____			1) History HIST 111, 112, 201, 202		
or Transfer: TGE (COMM 175)			Course: _____ (3) _____		
			Course: _____ (3) _____		
			or Transfer: TGE (HIST 175)		
Area I - Written Communications (6)			2) Literature ENGL 150, 200, 205, 225, 293		
ENGL 101 Comp & Rhetoric I (3) _____			ENGL 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)		
Area II - Mathematics (3) (see page 2)			3) Aesthetics (Art, Music, Theater)		
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)		
Area III - Laboratory Science (8)			4) Philosophy 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)					
Area IV - Social and Behavioral Sciences (6-9) ** (see page 2)			Technology Literacy (3)		
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) _____

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SUPPORTING COURSEWORK (12 - 13 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* (3)	_____	_____
ECON 202 Prin of Microecon* (3)	_____	_____	or MATH 131 College Algebra (4)	_____	_____
*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)	_____	_____	FINC 370 Princ of Finance (3)	_____	_____
ACCT 231 Managerial Acct (3)	_____	_____	MGMT 350 Prin of Management (3)	_____	_____
BSAD 300 Legal Envir Mgrs (3)	_____	_____	MGMT 451 Human Resrce Mgm (3)	_____	_____
BSAD 497 Bus Policies/ Mgmt (3)	_____	_____	MKTG 340 Princ of Marketing (3)	_____	_____

MARKETING CORE REQUIREMENTS (21 Minimum)

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

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 120 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 (42 minimum): _____ Writing Intensive Hours (12 minimum): _____

Total Hours (120 minimum required): _____ Copy to Registrar on (date): _____

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

Updated: _____

Student Signature: _____ date: _____

Advisor Signature _____ date: _____