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

Student Name: _____ ID # _____ Tel #: _____ <u>Degree Type</u>

Address: _____ Email: _____ ☐ BBA

(complete - including street, city, state, zip) _____

Catalog Authority: 2017-18   Expected Completion: _____ Advisor: _____

GENERAL EDUCATION REQUIREMENTS (41)*

Course(Credits)	Sem/Year	Grade

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)   (see page 2)

MATH 105, 106, 107, 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, 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)

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 150, 200, 205, 225, 265
                      ENGL 293, 296;   LALS 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 104, 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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SUPPORTING COURSEWORK (12 - 13 credit hours)

Course(Credits)		Sem/Year	Grade	Course(Credits)		Sem/Year	Grade
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 346, MKTG 347, MKTG 348, MKTG 349			
MKTG 341 Consumer Behavior	(3)			Course:	(3)		
MKTG 445 Marketing Strategy	(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 120 hour requirement)

Course(Credits)		Sem/Year	Grade	Course(Credits)		Sem/Year	Grade
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: _____