

WESTERN NEW MEXICO UNIVERSITY
Degree Plan - Marketing Minor (0509)
School of Business

Student Name: _____ ID #: _____
Address: _____ Email: _____
Mailing Address: _____ Tel #: _____
Catalog Authority: 2017-18 Expected Completion: _____ Advisor: _____

MARKETING CORE REQUIREMENTS (9 credit hours)

<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>
MKTG 340 Principles of Marketing	(3) _____	_____
MKTG 341 Consumer Behavior	(3) _____	_____
MKTG 445 Marketing Strategy	(3) _____	_____

Marketing Electives (6 credits minimum)

6 credit hours minimum from the following: MKTG 346, 347, 348, 349

<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>
MKTG _____	(3) _____	_____
MKTG _____	(3) _____	_____

Other Guided Elective (3 credits minimum)

Select additional Marketing electives or other Advisor Approved electives

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

Total Hours (minimum of 18 required): _____

Original completed on (date): _____ **Copy to Registrar on (date):** _____

Updated on (date): _____ **Grad. Audit sent on (date):** _____

Student Signature: _____ **date:** _____

Advisor Signature: _____ **date:** _____