

**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: 2018-19 Expected Completion: \_\_\_\_\_ Advisor: \_\_\_\_\_

**Deadline for Application for Graduation; June 1st for Fall; September 1st for Spring; February 1st for Summer.**

**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 150, 200, 205, 225, 265	
ENGL 101 Comp & Rhetoric I (3) _____				ENGL 293, 296; 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, 107, 121, 131, 132 or 171			ART 103, 210, 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) _____			<hr/>		
Course: _____ (4) _____			<b>Technology Literacy (3)</b>		
or TGE (BIOL 175, CHEM 175, GEOL 175, PHSC 175, PHYS 175)			CMPS 110, CMPS 111, ART 104, or take a challenge exam.		
			Course: _____ (3) _____		
			or Transfer: TGE (CMPS 175)		
<b>Area IV - Social and Behavioral Sciences (6-9) **</b> (see page 2)			<hr/>		
Pick 2-3 courses from different groups of the following:			* Includes 35 hours of the NM Common Core		
1) ANTH 201, 202, 212/214; GEOG 201, 202, 205			plus 6 additional WNMU hours		
2) ECON 200, 201, 202 3) POLS 201, 202			** The total credits from Area IV and Area V		
4) PSY 102 5) SOC 101, 102, BSAD 100, CJUS 111, SWK 101			must be 18 hours.		
Course: _____ (3) _____			Note: TGE = Transferred General Education courses		
Course: _____ (3) _____			listed by HED or other transfer agreements,		
Course: _____ (3) _____			but with no WNMU equivalent		
or Transfer TGE (ANTH 175, ECON 175, GEOG 175, POLS 175,					
PSY 175, SOC 175)					

**BS/BBA Requirement (6)**

MIS 405 MIS for Managers (3) \_\_\_\_\_ MATH 321 Statistics (3) \_\_\_\_\_

## Degree Plan - Bachelor of Business Administration - Marketing

### 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)	_____	_____	<u>or</u> 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)	_____	_____	<b>Select three Marketing Electives from the following:</b>		
BSAD 486 International Business (3)	_____	_____	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 (9 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: \_\_\_\_\_