

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: 2019-20 Expected Completion: _____ Advisor: _____

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

GENERAL EDUCATION REQUIREMENTS (31)

Applied Liberal Arts and Sciences (9)

	<u>Sem/Year</u>	<u>Grade</u>
ALAS 1810 Applied Liberal Arts & Sciences - Humanities	(3) _____	_____
ALAS 1820 Applied Liberal Arts & Sciences - Social/ Behav Sciences	(3) _____	_____
ALAS 1830 Applied Liberal Arts & Sciences - STEM	(3) _____	_____

<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>
Area I - Communications (6) ¹ ENGL 1110 Pre-requisite/Co-req		
ENGL 1120 Composition II ¹		
COMM 1130 Public Speaking		
COMM 1140 Intro to Media Writing		
COMM 2140 Small Group Communication		
Course: _____ (3) _____		
Course: _____ (3) _____		

Area II - Mathematics (3-5) ² BCIS 1110 is Pre-requisite/Co-req		
MATH 1010 Mathematics for School Teachers		
MATH 1130 Survey of Mathematics ²		
MATH 1220 College Algebra ²		
MATH 1350 Introduction to Statistics ²		
MATH 1510 Calculus I ²		
Course: _____ () _____		

Area III - Science (4)

Pick **one** course (plus lab) from the following:
 BIOL 1110/1110L General Biology & Lab
 BIOL 1140/1140L5 Biology for Health Sciences & Lab
 BIOL 2110/2110L Principles of Biology: Cell/Molecular & Lab
 BIOL 2210/2210L Human Anatomy & Physiology I & Lab
 BIOL 2642/2642L Plant Form, Function and Diversity & Lab
 BIOL 2644/2644L Animal Form, Function and Diversity & Lab
 CHEM 1120/1120L Intro to Chemistry & Lab
 CHEM 1215/1215L General Chemistry I for STEM Majors & Lab
 GEOL 1110/1110L Physical Geology & Lab
 GEOL 1120/1120L Environmental Geology & Lab
 GEOL 2110/2110L Historical Geology & Lab
 PHSC 1120/1120L Forensic Science I & Lab
 Course: _____ (4) _____

<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>
Area IV - Social and Behavioral Sciences (3)		
ANTH 1140 Intro to Cultural Anthropology		
ECON 1110 Survey of Economics		
ECON 2110 Macroeconomic Principles		
ECON 2120 Microeconomic Principles		
GEOG 1120 World Regional Geography		
GEOG 1130 Human Geography		
POLS 1110 Intro to Political Science		
POLS 1120 American National Government		
PSYC 1110 Intro to Psychology		
SOCI 1110 Intro to Sociology		
SOCI 2310 Contemporary Social Problems		
Course: _____ (3) _____		

Area V - Humanities (3)

ENGL 1410 Intro to Literature		
ENGL 2310 Intro to Creative Writing		
HIST 1110 United States History I		
HIST 1120 United States History II		
HIST 1150 Western Civilization I		
HIST 1160 Western Civilization II		
PHIL 1115 Intro to Philosophy		
Course: _____ (3) _____		

Area VI - Creative & Fine Arts (3-4)

ARTS 1250 Design II		
ARTS 1410 Introduction to Photography		
ARTS 1610 Drawing I		
ARTS 1630 Painting I		
ARTS 2321 Appreciation of Clay		
ARTS 2841 Appreciation of Sculpture		
MUSC 1130 Music Appreciation		
Course: _____ () _____		

BS/BBA Requirement (6)

MIS 405 MIS for Managers	(3) _____	MATH 1350 Intro to Statistics	(3) _____
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Degree Plan - Bachelor of Business Administration - Marketing

SUPPORTING COURSEWORK (15-16 credit hours)

<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>	<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>
BUSA 1110 Intro to Business	(3) _____	_____	MATH 1150 Business Math*	(3) _____	_____
ECON 2110 Macroecon Princ*	(3) _____	_____	<u>or</u> MATH 1220 College Algebra*	(4) _____	_____
ECON 2120 Microecon Princ*	(3) _____	_____	MATH 1430 Appl of Calculus I	(3) _____	_____

*May count as General Education

BUSINESS ADMINISTRATION CORE REQUIREMENTS (24 credit hours)

ACCT 2110 Princ of Acct I	(3) _____	_____	FINC 370 Principles of Finance	(3) _____	_____
ACCT 2120 Princ of Acct II	(3) _____	_____	MGMT 350 Principles of Mgmt	(3) _____	_____
BSAD 300 Legal Envir for Mgrs	(3) _____	_____	MGMT 451 Human Resrce Mgmt.	(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: _____	(3) _____	_____
MKTG 445 Marketing Strategy	(3) _____	_____	Course: _____	(3) _____	_____
			Course: _____	(3) _____	_____

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