

**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: 2020-21 Expected Completion: \_\_\_\_\_ Advisor: \_\_\_\_\_

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

**GENERAL EDUCATION REQUIREMENTS (31)**

<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>	<u>Course(Credits)</u>	<u>Sem/Year</u>	<u>Grade</u>
<b><u>Applied Liberal Arts and Sciences (9)</u></b>					
ALAS 1810 Humanities	(3) _____	_____	ALAS 1830 STEM	(3) _____	_____
ALAS 1820 Social/ Behav Sci.	(3) _____	_____			

**Area I - Communications (6)** <sup>1</sup> ENGL 1110 Pre-requisite/Co-req

ENGL 1120 Composition II <sup>1</sup> (3) \_\_\_\_\_  
 COMM 1130 Public Speaking  
 COMM 1140 Intro to Media Writing  
 COMM 2140 Small Group Communication  
 Course: (3) \_\_\_\_\_

**Area II - Mathematics (3-5)** <sup>2</sup> BCIS 1110 is Pre-requisite/Co-req

MATH 1010 Mathematics for School Teachers  
 MATH 1130 Survey of Mathematics <sup>2</sup>  
 MATH 1220 College Algebra <sup>2</sup>  
 MATH 1350 Introduction to Statistics <sup>2</sup>  
 MATH 1510 Calculus I <sup>2</sup>  
 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 1120/1120/L Environmental Geology & Lab  
 GEOL 2110/2110L Historical Geology & Lab  
 PHSC 1120/1120L Forensic Science I & Lab  
 Course: \_\_\_\_\_ (4) \_\_\_\_\_

**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) \_\_\_\_\_

**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>
BUSA 1110 Intro to Business	(3) _____	_____	MATH 1150 Business Math*	(3) _____	_____
ECON 2110 Macroecon Princ*	(3) _____	_____	<b>or</b> 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 credit hours)**

BSAD 441 Business Research	(3) _____	_____	<b>Select three Marketing Electives from the following:</b>
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, MIS, or MKTG (9 Minimum)**

Select at least 3 upper 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 required):** \_\_\_\_\_ **Copy to Registrar on (date):** \_\_\_\_\_

**Original completed on (date):** \_\_\_\_\_ **Grad. Audit sent on (date):** \_\_\_\_\_

**Updated:** \_\_\_\_\_

**Student Signature:** \_\_\_\_\_ **date:** \_\_\_\_\_

**Advisor Signature:** \_\_\_\_\_ **date:** \_\_\_\_\_