

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

Student Name: \_\_\_\_\_ ID #: \_\_\_\_\_  
Address: \_\_\_\_\_ Email: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ Tel #: \_\_\_\_\_  
Catalog Authority: 2020-21 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)**

**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: _____ ( )	_____	_____

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**Total Hours (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:** \_\_\_\_\_