

MARKETING - BACHELOR OF BUSINESS ADMINISTRATION (ONLINE)

Marketing Major

Students must complete all University degree requirements, which include: General Education requirements, Viewing a Wider World requirements, and elective credits to total at least 120 credits with 48 credits in courses numbered 300 or above. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework.

Note: The marketing major is also offered through an Online Distance Education Degree Completion Program. Program information is available on the College of Business website: <http://business.nmsu.edu/academics/undergraduate/online-programs/> (<https://business.nmsu.edu/academic-programs/undergraduate-programs/online-undergraduate-program.html>)

| Prefix | Title | Credits |
|---|--|---------|
| General Education | | |
| <i>Area I: Communications</i> | | |
| Grades of C- or better are required in general education communications courses. | | |
| <i>English Composition - Level 1</i> ¹ | | |
| | | 4 |
| <i>English Composition - Level 2</i> | | |
| ENGL 2210G | Professional & Technical Communication | 3 |
| <i>Oral Communication</i> ¹ | | |
| | | 3 |
| <i>Area II: Mathematics</i> | | |
| MATH 1220G | College Algebra ^{2,3} | 3 |
| <i>Area III/IV: Laboratory Sciences and Social/Behavioral Sciences</i> | | |
| | | 10 |
| ECON 2110G | Macroeconomic Principles | |
| ECON 2120G | Principles of Microeconomics | |
| Area III: Laboratory Sciences Course (4 credits) ¹ | | |
| <i>Area V: Humanities</i> ¹ | | |
| | | 3 |
| <i>Area VI: Creative and Fine Arts</i> ¹ | | |
| | | 3 |
| <i>General Education Elective</i> | | |
| MATH 1430G | Applications of Calculus I (Foundation Requirement, must earn a grade of at least C-) ³ | 3 |
| Viewing A Wider World ⁴ | | |
| | | 6 |
| Departmental/College Requirements | | |
| <i>Foundation Requirements</i> | | |
| Choose one from the following: ³ | | |
| | | 3 |
| (If MATH 1350G is taken before MATH 1220G then the Statistics course will satisfy the Area II Requirement and MATH 1220G must be taken as a foundation requirement) | | |
| MATH 1350G | Introduction to Statistics | |
| A ST 311 | Statistical Applications | |
| <i>Business Core: Lower Division (minimum grade of C- required)</i> | | |
| ACCT 2110 | Principles of Accounting I | 3 |
| ACCT 2120 | Principles of Accounting II | 3 |
| BCIS 1110 | Introduction to Information Systems | 3 |
| BUSA 1110 | Intro to Business | 3 |
| <i>Business Core: Upper Division</i> | | |
| BCIS 338 | Business Information Systems I | 3 |

| | | |
|---|--------------------------------------|------------|
| BLAW 316 | Legal Environment of Business | 3 |
| BFIN 341 | Financial Analysis and Markets | 3 |
| MGMT 309 | Human Behavior in Organizations | 3 |
| MGMT 449 | Strategic Management | 3 |
| MKTG 303 | Principles of Marketing | 3 |
| One of the following: | | 3 |
| BCIS 485 | Enterprise Resource Planning | |
| MGMT 344 | Production and Operations Management | |
| MGMT 470 | Project Management in Organizations | |
| Upper division Economics or Applied Statistics elective from the following prefixes: A ST (excluding A ST 311), ECON | | 3 |
| Upper Division Business elective from the following prefixes: A ST, ACCT, B A, BCIS, BLAW, ECON, ENTR, BFIN, I B, MGMT, MKTG (excluding A ST 311) | | 3 |
| <i>Major Courses</i> | | |
| MKTG 310 | Marketing Research | 3 |
| MKTG 489 | Strategy and Policy | 3 |
| Electives in Marketing, upper division | | 18 |
| Electives, to bring the total credits to 120 ⁵ | | 16 |
| Total Credits | | 120 |

1

See the General Education (<http://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) of the catalog for a full list of courses.

2

MATH 1220G College Algebra is required for the degree but students may need to take any prerequisites needed to enter MATH 1220G first.

3

All Foundation Requirement Courses must be taken, or satisfied with transfer credits, regardless of which Mathematics or Statistics course satisfies the Area II General Education course: MATH 1220G College Algebra, MATH 1430G Applications of Calculus I, and either MATH 1350G Introduction to Statistics or A ST 311 Statistical Applications must be completed.

4

See the Viewing a Wider World (<http://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) of the catalog for a full list of courses.

5

Elective credit may vary based on prerequisites, dual credit, AP credit, double majors, and/or minor coursework. The amount indicated in the requirements list is the amount needed to bring the total to 120 credits and may appear in variable form based on the degree. However, students may end up needing to complete more or less on a case-by-case basis and students should discuss elective requirements with their advisor.

A Suggested Plan of Study for Students

This roadmap assumes student placement in MATH 1220G College Algebra and ENGL 1110G Composition I. The contents and order of this roadmap may vary depending on initial student placement in Mathematics and English. It is only a suggested plan of study for students and is not intended as a contract. Course availability may vary from Fall to Spring semesters and is subject to modification or change. Online availability and enrollment may be limited.⁴

| First Year | | Credits |
|--|--|-----------|
| Semester 1 | | |
| ENGL 1110G | Composition I (C- or better) ¹ | 4 |
| MATH 1220G | College Algebra (C- or better) ¹ | 3 |
| BCIS 1110 | Introduction to Information Systems (C- or better) | 3 |
| Area V: Humanities Course ² | | 3 |
| Elective Course | | 3 |
| Credits | | 16 |
| Semester 2 | | |
| COMM 1115G | Introduction to Communication (C- or better) | 3 |
| BUSA 1110 | Intro to Business (C- or better) | 3 |
| MATH 1430G | Applications of Calculus I ¹ | 3 |
| Area III: Laboratory Science Course ² | | 4 |
| Area VI: Creative and Fine Arts Course ² | | 3 |
| Credits | | 16 |
| Second Year | | |
| Semester 1 | | |
| ENGL 2210G | Professional & Technical Communication (C- or better) ¹ | 3 |
| ECON 2110G | Macroeconomic Principles (C- or better) | 3 |
| MATH 1350G | Introduction to Statistics (C- or better) ¹ | 3 |
| ACCT 2110 | Principles of Accounting I (C- or better) | 3 |
| Elective Course | | 3 |
| Credits | | 15 |
| Semester 2 | | |
| ECON 2120G | Principles of Microeconomics (C- or better) | 3 |
| ACCT 2120 | Principles of Accounting II (C- or better) ¹ | 3 |
| MKTG 303 | Principles of Marketing | 3 |
| MGMT 309 | Human Behavior in Organizations | 3 |
| VWW: Viewing a Wider World Course (excluding MKTG 311V) ³ | | 3 |
| Credits | | 15 |
| Third Year | | |
| Semester 1 | | |
| BCIS 338 | Business Information Systems I ¹ | 3 |
| BLAW 316 | Legal Environment of Business | 3 |
| BFIN 341 | Financial Analysis and Markets ¹ | 3 |
| MKTG 312 | Personal Selling ⁵ | 3 |
| MKTG Upper-Division Elective Course | | 3 |
| Credits | | 15 |
| Semester 2 | | |
| MKTG 310 | Marketing Research (usually delivered face to face in Fall and Spring; delivered online in Spring only) ¹ | 3 |
| Choose from one of the following: ¹ | | 3 |
| MGMT 344 | Production and Operations Management ¹ | |
| MGMT 470 | Project Management in Organizations | |
| BCIS 485 | Enterprise Resource Planning ¹ | |
| MKTG Upper-Division Elective Course | | 3 |
| VWW: Viewing a Wider World Course (excluding MKTG 311V) ³ | | 3 |
| Elective Course | | 3 |
| Credits | | 15 |
| Fourth Year | | |
| Semester 1 | | |
| MKTG Upper-Division Elective | | 3 |
| MKTG Upper-Division Elective | | 3 |
| ECON Upper-Division Elective | | 3 |

| | |
|--|---|
| Any Upper-Division Business Elective Course (excluding A ST 311) | 3 |
| Elective Course | 3 |
| Credits | |
| 15 | |
| Semester 2 | |
| MGMT 449 | Strategic Management ¹ |
| MKTG 489 | Strategy and Policy (usually delivered face to face in Fall and Spring; delivered online in Summer only) ¹ |
| MKTG Upper-Division Elective | 3 |
| Elective Course(s) | 4 |
| Credits | |
| 13 | |
| Total Credits | |
| 120 | |

1

These courses have prerequisites and it is the students responsibility for checking and fulfilling all course prerequisites listed for these courses.

2

See the General Education (<http://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) section of the catalog for a full list of courses.

3

See the Viewing a Wider World (<http://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) section of the catalog for a full list of courses.

4

Most, but not all, upper-division MKTG courses are offered online.

However, most MKTG courses that are offered online are only offered once per year. Most online courses that are available for *on-campus majors* to take (i.e., not through the *NMSU-O campus*) have substantially limited enrollment – please plan accordingly.

5

While this course can *currently* be substituted for by other upper-division MKTG courses, it is likely to be required in future catalogs and taking it is strongly encouraged.