

# MARKETING (STRATEGIC MARKETING) - BACHELOR OF BUSINESS ADMINISTRATION

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: A more general marketing major is offered through an Online Distance Education Degree Completion Program. Program information is available on the College of Business website: <https://business.nmsu.edu/undergraduate-programs/>*

Prefix	Title	Credits
<b>General Education</b>		
<i>Area I: Communications</i>		
Grades of C- or better are required in general education communications courses.		
<i>English Composition - Level 1</i> <sup>1</sup>		4
<i>English Composition - Level 2</i>		
ENGL 2210G	Professional and Technical Communication Honors	3
<i>Oral Communication</i> <sup>1</sup>		3
<i>Area II: Mathematics</i>		
MATH 1220G	College Algebra <sup>2,3</sup>	3
<i>Area III/IV: Laboratory Sciences and Social/Behavioral Sciences</i>		10
ECON 2110G	Macroeconomic Principles	
ECON 2120G	Principles of Microeconomics	
<i>Area III: Laboratory Sciences Course (4 credits)</i> <sup>1</sup>		
<i>Area V: Humanities</i> <sup>1</sup>		3
<i>Area VI: Creative and Fine Arts</i> <sup>1</sup>		3
<i>General Education Elective</i>		
MATH 1430G	Applications of Calculus I (Foundation Requirement, must earn a grade of at least C-) <sup>3</sup>	3
<b>Viewing A Wider World</b> <sup>4</sup>		6
<b>Departmental/College Requirements</b>		
<i>Foundation Requirements</i>		
Choose one from the following: <sup>3</sup>		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
<b>Major Courses</b>		
<i>Major Core Classes (minimum grade of C- required)</i>		
MKTG 310	Marketing Research	3
MKTG 489	Strategy and Policy	3
<i>Concentration Courses</i>		
MKTG 311V	Consumer Behavior	3
MKTG 312	Personal Selling	3
MKTG 313	Retail Management	3
MKTG 314	Advertising Strategy	3
<i>Major electives</i>		6
Choose two from the following:		
MKTG 317	International Marketing	
MKTG 324	Product/Service Development	
MKTG 354	Sports Marketing	
<b>Electives, to bring the total credits to 120</b> <sup>5</sup>		16
<b>Total Credits</b>		120

<sup>1</sup> See the General Education (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) of the catalog for a full list of courses.

<sup>2</sup> MATH 1220G College Algebra is required for the degree but students may need to take any prerequisites needed to enter MATH 1220G first.

<sup>3</sup> 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.

<sup>4</sup> See the Viewing a Wider World (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) of the catalog for a full list of courses.

<sup>5</sup> 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.<sup>4</sup>

**First Year**

<b>Semester 1</b>		<b>Credits</b>
ENGL 1110G	Composition I (C- or better) <sup>1</sup>	4
MATH 1220G	College Algebra (C- or better) <sup>1</sup>	3
BCIS 1110	Introduction to Information Systems (C- or better)	3
Area V: Humanities Course <sup>2</sup>		3
Elective Course		3
<b>Credits</b>		<b>16</b>

<b>Semester 2</b>		
COMM 1115G	Introduction to Communication (C- or better)	3
BUSA 1110	Intro to Business (C- or better)	3
MATH 1430G	Applications of Calculus I <sup>1</sup>	3
Area III: Laboratory Science Course <sup>2</sup>		4
Area VI: Creative and Fine Arts Course <sup>2</sup>		3
<b>Credits</b>		<b>16</b>

**Second Year**

<b>Semester 1</b>		
ENGL 2210G	Professional and Technical Communication Honors (C- or better) <sup>1</sup>	3
ECON 2110G	Macroeconomic Principles (C- or better)	3
MATH 1350G	Introduction to Statistics (C- or better) <sup>1</sup>	3
ACCT 2110	Principles of Accounting I (C- or better)	3
Elective Course		3
<b>Credits</b>		<b>15</b>

<b>Semester 2</b>		
ECON 2120G	Principles of Microeconomics (C- or better)	3
ACCT 2120	Principles of Accounting II (C- or better) <sup>1</sup>	3
MKTG 303	Principles of Marketing	3
MGMT 309	Human Behavior in Organizations	3
VWW: Viewing a Wider World Course (excluding MKTG 311V) <sup>3</sup>		3
<b>Credits</b>		<b>15</b>

**Third Year**

<b>Semester 1</b>		
MKTG 311V	Consumer Behavior	3
MKTG 312	Personal Selling	3
BCIS 338	Business Information Systems I <sup>1</sup>	3
BLAW 316	Legal Environment of Business	3
BFIN 341	Financial Analysis and Markets <sup>1</sup>	3
<b>Credits</b>		<b>15</b>

<b>Semester 2</b>		
MKTG 310	Marketing Research (Usually delivered face to face in Fall and Spring; delivered online in Spring only. Must earn a grade of at least C-) <sup>1</sup>	3
MKTG 314	Advertising Strategy	3
Choose from one of the following: <sup>1</sup>		3
MGMT 344	Production and Operations Management <sup>1</sup>	
MGMT 470	Project Management in Organizations	
BCIS 485	Enterprise Resource Planning <sup>1</sup>	
VWW: Viewing a Wider World Course (excluding MKTG 311V) <sup>3</sup>		3
Elective Course		3
<b>Credits</b>		<b>15</b>

**Fourth Year**

<b>Semester 1</b>		
MKTG 313	Retail Management	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

<b>Semester 2</b>		<b>Credits</b>
MKTG 489	Strategy and Policy (Usually delivered face to face in Fall and Spring; delivered online in Summer only. Must earn a grade of at least C-) <sup>1</sup>	3
MKTG Upper-Division Elective		3
MGMT 449	Strategic Management <sup>1</sup>	3
Elective Course(s)		4
<b>Credits</b>		<b>13</b>
<b>Total Credits</b>		<b>120</b>

<sup>1</sup> These courses have prerequisites and it is the students responsibility for checking and fulfilling all course prerequisites listed for these courses.

<sup>2</sup> See the General Education (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) section of the catalog for a full list of courses.

<sup>3</sup> See the Viewing a Wider World (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) section of the catalog for a full list of courses.

<sup>4</sup> 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.

<sup>5</sup> 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.