MARKETING (ADVERTISING) - 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/online/

Prefix	Title	Credits
General Education		
Area I: Communications		
Grades of C- or better are required in general education communications courses.		
English Composition - Level 1 [1]		*4*
English Composition - Level 2		
ENGL 2210G	Professional and Technical Communication Honors	3
Oral Communication [1]		*3*
Area II: Mathematics		
MATH 1220G	College Algebra [2,3]	3
Area III/IV: Laboratory Sciences and Social/Behavioral Sciences		*10*
ECON 2110G	Macroeconomic Principles	
ECON 2120G	Principles of Microeconomics	
Area III: Laboratory Sciences Course (4 credits) [1]		
Area V: Humanities [1]		*3*
Area VI: Creative and Fine Arts [1]		*3*
General Education Elective		
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		
Foundation Requirements		
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	
Business Core: Lower Division (minimum grade of C- required)		
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
Business Core: Upper Division		
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
Major Courses		
Major Core Classes (minimum grade of C- required)		
MKTG 310	Marketing Research	3
MKTG 489	Strategy and Policy	3
Concentration Courses		
MKTG 311V	Consumer Behavior	3
MKTG 314	Advertising Strategy	3
MKTG 357	Internet and Social Media Marketing	3
MKTG 449	Promotion Management	3
Major electives		
Choose two from the following:		6
MKTG 313	Retail Management	
MKTG 317	International Marketing	
MKTG 324	Product/Service Development	
MKTG 354	Sports Marketing	
Electives, to bring the total credits to 120 [5]		**16**
Total Credits		**120**

[1] See the General Education (https://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 (https://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.