

MARKETING (STRATEGIC MARKETING) - BACHELOR OF BUSINESS ADMINISTRATION

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

Semester 1		Credits
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		Credits
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		Credits
ENGL 2210G	Professional and Technical Communication Honors (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		Credits
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		Credits
MKTG 311V	Consumer Behavior	3
MKTG 312	Personal Selling	3
BCIS 338	Business Information Systems I ¹	3
BLAW 316	Legal Environment of Business	3
BFIN 341	Financial Analysis and Markets ¹	3
Credits		15

Semester 2		Credits
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-.) ¹	3
MKTG 314	Advertising Strategy	3
Choose from one of the following: ¹		3
MGMT 344	Production and Operations Management ¹	3
MGMT 470	Project Management in Organizations	3
BCIS 485	Enterprise Resource Planning ¹	3
VWW: Viewing a Wider World Course (excluding MKTG 311V) ³		3
Elective Course		3
Credits		15

Fourth Year

Semester 1		Credits
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
Credits		15

Semester 2		Credits
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-.) ¹	3
MKTG Upper-Division Elective		3
MGMT 449	Strategic Management ¹	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 (<https://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 (<https://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.