

BUSINESS MANAGEMENT (MARKETING) - ASSOCIATE OF APPLIED SCIENCE

NMSU Alamogordo 2026-2027 Catalog

A grade of C- or better required in all courses.

Total Credits Required for Degree: 61

Students must complete all University degree requirements, which include: General Education requirements and elective credits to total at least 61 credits. 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.

Prefix	Title	Credits
General Education Requirements		
<i>Select one course from four of the following six content areas for a total of 12-14 credits.</i> ^{1,2}		12-14
This degree requires course from Areas I and IV; students must select two other courses from the remaining areas to complete General Education requirements.		
Area I: Communications		
ENGL 1110G	Composition I	
Area II: Mathematics		
Area III: Laboratory Science		
Area IV: Social/Behavioral Sciences		
Choose one from the following:		
ECON 1110G	Survey of Economics	
ECON 2110G	Macroeconomic Principles	
ECON 2120G	Principles of Microeconomics Honors	
Area V: Humanities		
Area VI: Creative/Fine Arts		
<i>General Education Elective</i>		
COMM 1115G or COMM 1130G	Introduction to Communication Public Speaking	3
Program Requirements		
BCIS 1110	Introduction to Information Systems	3
BLAW 2110	Business Law I	3
BMGT 205	Customer Service in Business	3
BMGT 208	Business Ethics	3
BUSA 2230G	Human Relations in Business	3
BUSA 1110	Intro to Business	3
MGMT 2110	Principles of Management	3
BCIS 2310	Spreadsheets and Data Analysis	3
Marketing Concentration Courses		
BMGT 290	Applied Business Capstone	3
MKTG 1210	Advertising	3
MKTG 1220	Small Business Marketing	3
MKTG 2110	Principles of Marketing	3
MKTG 2220	Digital Marketing	3
BCIS 2120	Desktop Publishing	3
BCIS 2130	Web Design	3
Total Credits		61

¹ Each course selected must be from a different area and students cannot take multiple courses in the same area.

² See the General Education Section (<https://catalogs.nmsu.edu/alamogordo/general-information/general-education-new-mexico-common-core/>) of the catalog for a full list of courses.