

BUSINESS MANAGEMENT (MARKETING) - ASSOCIATE OF APPLIED SCIENCE

¹ 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.

NMSU Alamogordo 2026-2027 Catalog

A Suggested Plan of Study - Business Management, Marketing Concentration

Additional classes may be needed based on placement test results and course prerequisites. Visit with an advisor for help with creating a customized plan.

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

First Year		
Fall		Credits
BCIS 1110	Introduction to Information Systems	3
BMGT 208	Business Ethics	3
BUSA 1110	Intro to Business	3
ENGL 1110G	Composition I	4
MGMT 2110	Principles of Management	3
Credits		16
Spring		
BLAW 2110	Business Law I	3
COMM 1115G or COMM 1130G	Introduction to Communication or Public Speaking	3
BCIS 2310	Spreadsheets and Data Analysis	3
Select one course from Area II, III, V, or VI (an area not already chosen) ¹		3-4
Choose one from the following:		3
ECON 1110G	Survey of Economics	
ECON 2110G	Macroeconomic Principles	
ECON 2120G	Principles of Microeconomics Honors	
Credits		15
Second Year		
Fall		
BMGT 205	Customer Service in Business	3
MKTG 1220	Small Business Marketing	3
MKTG 2110	Principles of Marketing	3
BCIS 2120	Desktop Publishing	3
Select one course from Area II, III, V, or VI (an area not already chosen) ¹		3-4
Credits		15
Spring		
BUSA 2230G	Human Relations in Business	3
BMGT 290	Applied Business Capstone	3
MKTG 1210	Advertising	3
MKTG 2220	Digital Marketing	3
BCIS 2130	Web Design	3
Credits		15
Total Credits		61