

MARKETING (ADVERTISING) - 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.

First Year

| Semester 1 | | Credits |
|--|--|-----------|
| ENGL 1110G or ENGL 1110H | Composition I (C- or better) ¹ or Composition I Honors | 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

| | | |
|---|---|-----------|
| COMM 1115G or HNRS 2175G | Introduction to Communication (C- or better) or Introduction to Communication Honors | 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 or ENGL 2210H | Professional and Technical Communication (C- or better) ¹ or Professional and Technical Communication | 3 |
| ECON 2110G | Macroeconomic Principles (C- or better) | 3 |
| ACCT 2110 | Principles of Accounting I (C- or better) | 3 |
| A ST 311 | Statistical Applications | 3 |
| Elective Course | | 3 |
| Credits | | 15 |

Semester 2

| | | |
|--|---|-----------|
| ECON 2120G | Principles of Microeconomics Honors (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 Upper-Division Elective | | 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

| | | |
|--|---|-----------|
| 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 (usually delivered face to face in Fall and Spring; delivered online in Spring only) ¹ | 3 |
| MGMT 344 | Production and Operations Management ¹ | 3 |
| VWW: Viewing a Wider World Course (excluding MKTG 311V) ³ | | 3 |
| Elective Course | | 3 |
| Credits | | 15 |

Fourth Year

Semester 1

| | | |
|--|----------------------------|-----------|
| MKTG 357 | Digital Marketing Strategy | 3 |
| MKTG 449 | Promotion Management | 3 |
| Any Upper-Division Business Elective Course (excluding A ST 311) | | 3 |
| Any Upper-Division Business Elective Course (excluding A ST 311) | | 3 |
| Elective Course | | 3 |
| Credits | | 15 |

Semester 2

| | | |
|------------------------------|--|------------|
| 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 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.