

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.

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

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

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		
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
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 313	Retail Management	3
MKTG Upper-Division Elective		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.