

WESTERN NEW MEXICO UNIVERSITY
Degree Plan - Marketing Minor (0509)
Department of Business Administration and Economics

Student Name: _____ Student ID: _____

Address: _____ Email: _____

_____ Telephone: _____

Catalog Authority: _____ Expected Completion: _____ Advisor: _____

MARKETING CORE REQUIREMENTS (9 credit hours)

| <u>Course(Credits)</u> | <u>Sem/Year</u> | <u>Grade</u> |
|----------------------------------|-----------------|--------------|
| BSAD 340 Principles of Marketing | (3) _____ | _____ |
| BSAD 341 Consumer Behavior | (3) _____ | _____ |
| BSAD 445 Marketing Strategy | (3) _____ | _____ |

Guided Electives (9 credits minimum)

| <u>Course(Credits)</u> | <u>Sem/Year</u> | <u>Grade</u> |
|---|-----------------|--------------|
| 3 credit hours minimum from the following: BSAD 342, 343, 344, 345, 441, 498 | | |
| BSAD _____ | (3) _____ | _____ |

**Select 6 credit hours minimum from the following: BSAD course list above, and/or ART 210, 214, 216, 271, 303, 310
 ART 371, 410, 411; CMPS 403, 430, 435; ECON 360, 370; ENGL 320, 410; FNSV 205; PSY/SOC 406; SOC 302**

Course: _____ () _____

Course: _____ () _____

Course: _____ () _____

Total credit hours (minimum of 18 required): _____

Original completed on (date): _____ **Copy to Registrar on** (date): _____

Updated on (date): _____ **Grad. Audit sent on** (date): _____

Student Signature: _____ date: _____

Advisor Signature: _____ date: _____