### GENERAL EDUCATION REQUIREMENTS (41)*

**Area I - Oral Communications (3)**
- Pick one of the following: COMM 110, THR 250
- Course: ___________ (3) ___________ 
- or Transfer: TGE (COMM 175)

**Area I - Written Communications (6)**
- ENGL 101 Comp & Rhetoric I (3)
- ENGL 102 Comp & Rhetoric II (3)
- or Transfer: TGE (ENGL 175) for ENGL 102 only

**Area II - Mathematics (3)**
- MATH 105, 106, 121, 131, 132 or 171
- Course: ___________ ( ) ___________ 
- or Transfer: TGE (MATH 175)

**Area III - Laboratory Science (8)**
- Pick two courses (plus labs) from the following:
  - BIOL 101, 102, 202, 204, 206, CHEM 121, 151, 152
  - BIOL 212, 254, 255 PHSC 101, 115, 171
  - GEOL 101, 102, 105, 201 PHYS 151, 152, 171, 172
- Course: ___________ (4) ___________ 
- or TGE (BIOL 175, CHEM 175, GEOL 175, PHSC 175, PHYS 175)

**Area IV - Social and Behavioral Sciences (6-9)** *(see page 2)*
- Pick 2-3 courses from different groups of the following:
  1) ANTH 201, 202, 212/214; GEOG 201, 202, 205
  2) ECON 200, 201, 202  3) POLS 201, 202
  4) PSY 102  5) SOC 101, 102, BSAD 100, CJUS 111, SWK 101
- Course: ___________ (3) ___________ 
- Course: ___________ (3) ___________ 
- Course: ___________ (3) ___________ 
- or Transfer TGE (ANTH 175, ECON 175, GEOG 175, POLS 175, PSY 175, SOC 175)

**Area V - Humanities and Fine Arts (9-12)** *(see page 2)*
- Pick 3-4 courses from at least 3 separate categories below:
  1) History
    - Course: ___________ (3) ___________ 
    - or Transfer: TGE (HIST 175)
  2) Literature
    - Course: ___________ (3) ___________ 
    - ENGL 293, 294, 296, 297; CCHS 243
    - Course: ___________ (3) ___________ 
    - or Transfer: TGE (ENGL 275)
  3) Aesthetics (Art, Music, Theater)
    - ART 211, 241, 261; MUSC 111, 119; THR 110, 136, 211
    - Course: ___________ ( ) ___________ 
    - Course: ___________ ( ) ___________ 
    - or Transfer: TGE (ART 175, MUSC 175, THR 175, HUM 175)
  4) Philosophy
    - PHIL 100, 101, 200
    - Course: ___________ (3) ___________ 
    - Course: ___________ (3) ___________ 
    - or Transfer: TGE (PHIL 175)

**Technology Literacy (3)**
- CMPS 110, CMPS 111, ART 140, or take a challenge exam.
- Course: ___________ (3) ___________ 
- or Transfer: TGE (CMPS 175)

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* Includes 35 hours of the NM Common Core plus 6 additional WNMU hours

** The total credits from Area IV and Area V must be 18 hours.

Note: TGE = Transferred General Education courses listed by HED or other transfer agreements, but with no WNMU equivalent

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**BS/BBA Requirement (6)**
- MIS 405 MIS for Managers (3) ___________ 
- MATH 321 Statistics (3) ___________ 

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*2014-15 Catalog Page 1 of 2 revised 05/14*
## Degree Plan - Bachelor of Business Administration - Marketing

### SUPPORTING COURSEWORK (12 credit hours)

<table>
<thead>
<tr>
<th>Course(Credits)</th>
<th>Sem/Year</th>
<th>Grade</th>
<th>Course(Credits)</th>
<th>Sem/Year</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>ECON 201 Prin of Macroecon*</td>
<td>(3)</td>
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<td>MATH 121 Math for Bus Applications I*</td>
<td></td>
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<tr>
<td>ECON 202 Prin of Microecon*</td>
<td>(3)</td>
<td></td>
<td>or MATH 131 College Algebra*</td>
<td>(3)</td>
<td></td>
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<tr>
<td>*May count as General Education</td>
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<td></td>
<td>MATH 221 Math/Bus Appl II</td>
<td>(3)</td>
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### BUSINESS ADMINISTRATION CORE REQUIREMENTS (24 credit hours)

<table>
<thead>
<tr>
<th>Course(Credits)</th>
<th>Sem/Year</th>
<th>Grade</th>
<th>Course(Credits)</th>
<th>Sem/Year</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>BSAD 230 Princ Financial Acct</td>
<td>(3)</td>
<td></td>
<td>BSAD 350 Prin of Management</td>
<td>(3)</td>
<td></td>
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<tr>
<td>BSAD 231 Managerial Acct</td>
<td>(3)</td>
<td></td>
<td>BSAD 370 Princ of Finance</td>
<td>(3)</td>
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<td>BSAD 300 Legal Environ Mgrs</td>
<td>(3)</td>
<td></td>
<td>BSAD 451 Human Resrce Mgmt</td>
<td>(3)</td>
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<td>BSAD 340 Princ of Marketing</td>
<td>(3)</td>
<td></td>
<td>BSAD 497 Bus Policies &amp; Mgmt</td>
<td>(3)</td>
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### MARKETING CORE REQUIREMENTS (21 credits Minimum)

<table>
<thead>
<tr>
<th>Course(Credits)</th>
<th>Sem/Year</th>
<th>Grade</th>
<th>Course(Credits)</th>
<th>Sem/Year</th>
<th>Grade</th>
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<tbody>
<tr>
<td>BSAD 341 Consumer Behavior</td>
<td>(3)</td>
<td></td>
<td>Select three Marketing Electives from the following:</td>
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<tr>
<td>BSAD 441 Business Research</td>
<td>(3)</td>
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<td>BSAD 343, BSAD 346, BSAD 347, BSAD 348, BSAD 349</td>
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<tr>
<td>BSAD 445 Marketing Strategy</td>
<td>(3)</td>
<td></td>
<td>Course:</td>
<td>(3)</td>
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<tr>
<td>BSAD 486 International Business</td>
<td>(3)</td>
<td></td>
<td>Course:</td>
<td>(3)</td>
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<td>Course:</td>
<td>(3)</td>
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<td>Course:</td>
<td>(3)</td>
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### Guided Upper Division Electives (9 credits Minimum)

Select at least 3 advisor approved electives or choose an optional area of concentration:

<table>
<thead>
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<th>Course(Credits)</th>
<th>Sem/Year</th>
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### ADDITIONAL COURSES (to fulfill the 128 hour requirement)

<table>
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<tr>
<th>Course(Credits)</th>
<th>Sem/Year</th>
<th>Grade</th>
<th>Course(Credits)</th>
<th>Sem/Year</th>
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### Student Success Seminar:

<table>
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<tr>
<th>ACAD 101 (3 credits)</th>
<th>Sem/Year:</th>
<th>Grade:</th>
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### Service Learning 3 credits:

<table>
<thead>
<tr>
<th>Sem/Year:</th>
<th>Grade:</th>
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### Upper Division Hours (54 minimum):

6 hours must be outside of major and minor disciplines

### Writing Intensive Hours (12 minimum):

_______

### Total Hours (128 minimum required):

_______

### Copy to Registrar on (date):

_______

### Original completed on (date):

_______

### Grad. Audit sent on (date):

_______

### Updated on (date):

_______

### Student Signature:

_______

### Advisor Signature:

_______