

Bachelor of Business Administration Degree Planner

MARKETING MANAGEMENT (as of Fall 2023)

Student ID		Name	
Phase I & Additional Prerequisites (minimum grade: C) [33]			
<i>A cumulative GPA of at least 2.5 is required to complete Phase I</i>			
BUSA 1110 - Introduction to Business <i>(Phase I)</i>	ENGL 1120 - Composition II <i>(Phase I) (ENGL 1110*)</i>		ENGL 2210 OR 2120 - Prof/Tech Comm or Inter Comp <i>(ENGL 1120*)</i>
ECON 2110 - Prin of Macroeconomics <i>(Phase I)</i>	MATH 1350 - Intro to Statistics <i>(Phase I) (MATH 1215X/Y*)</i>		MATH 1430 - Applications of Calculus I <i>(MATH 1220*)</i>
ECON 2120 - Prin of Microeconomics <i>(Phase I)</i>	BCIS 1110 - Intro to Info Systems <i>(Phase I) (MATH 1215X/Y/Z*)</i>		PSYC 1110 OR SOCI 1110 - Intro Psychology/Sociology
ACCT 2110 - Prin of Accounting I <i>(Phase I)</i>	Upper Division Humanities - 3 credit hours at the 300-level or higher from course codes: AFST, AMST, CCS(T), CLST, COMP, ENGL, GNDR, HIST, LTAM, MDVL, NATV, PHIL, RELG, UHON, WGSS		
General Education (minimum grade: C) [31]			
Physical & Natural Science <i>(4 hours, paired lab and lecture)</i>	Second Language		Social & Behavioral Science <i>Met in Phase I & Additional Prerequisites</i>
Art	Communication <i>Met in Phase I & Additional Prerequisites</i>	✓	Student Choice <i>Met in Phase I & Additional Prerequisites</i>
Humanities	Math <i>Met in Phase I & Additional Prerequisites</i>	✓	<i>Search General Education courses on catalog.unm.edu</i>
ASM Core (minimum grade: C-) [31]			
MGMT 306 - Org Behavior and Diversity <i>(ENGL 2210/2120*, PSYC/SOCI 1110)</i>	ACCT 2120 - Prin of Accounting II <i>(ACCT 2110)</i>		MGMT 300 - Operations Management <i>(ENGL 2210/2120*, MATH 1350*, BCIS 1110)</i>
MGMT 308 - Ethical, Political, Social Environ <i>(ENGL 2210/2120*, PSYC/SOCI 1110)</i>	MGMT 322 - Marketing Management <i>(ENGL 2210/2120*, ECON 2120)</i>		MGMT 398 - Career Management Skills (1 credit hour) <i>(ENGL 2210/2120*) (third year)</i>
MGMT 310 - Legal Issues for Managers <i>(ENGL 2210/2120*, PSYC/SOCI 1110)</i>	MGMT 326 - Financial Management <i>(Recommended: MATH 1430*)</i>		MGMT 450 - Computer Based Info Systems <i>(Phase I complete)</i>
	MGMT 328 - International Management <i>(ENGL 2210/2120*, ECON 2120)</i>		MGMT 498 - Strategic Management <i>(Phase I complete, all ASM Core except 398/450) (final semester)</i>
Concentration (minimum grade: C-) [18]			
<i>All concentration courses require a completed Phase I</i>		<i>F = Fall / S = Spring</i>	
MGMT 480 - Consumer Behavior (F/S) <i>(MGMT 322)</i>	MGMT 410 - Advertising Campaigns (F/S) <i>(Requires instructor permission)</i>		MGMT 484 - Advanced Sales (F/S) <i>(MGMT 314 OR MGMT 384)</i>
MGMT 435 - Marketing Strategy (F/S) <i>(MGMT 480)</i>	MGMT 411 - Social Media & Content Mktg (F/S) <i>(MGMT 322)</i>		MGMT 485 - Retailing Management <i>(MGMT 322)</i>
MGMT 481 - Marketing Research I (F/S) <i>(MGMT 480)</i>	MGMT 436 - Business Analysis Tools (F/S)		MGMT 486 - Logistics Systems Management (S) <i>(MGMT 300, 322)</i>
Choose three (3) additional courses:	MGMT 482 - Digital Marketing (S) <i>(MGMT 322)</i>		MGMT 487 - Promotion Management (F) <i>(MGMT 322)</i>
MGMT 384 - Professional Selling (F/S) <i>(MGMT 322)</i>	MGMT 483 - International Marketing <i>(MGMT 322)</i>		MGMT 488 - Supply Chain Models & Analytics (F) <i>(MGMT 300, 322)</i>
Free Electives [25] (only 1 hour of PHED/PENP)	Total Hours - minimum 120 required GPA - minimum 2.0 cumulative required	Notes	

*English Progression: ENGL 1110 (3 FE) OR [ENGL1110X & ENGL1110Y (6 FE)] > ENGL 1120 > ENGL 2120 OR 2120

*Math Progression: FYEX 1010 (3 FE) > MATH 1215X/Y/Z (3 FE) > MATH 1350 > MATH 1220 (3 FE) > MATH 1430

Sample Four Year Degree Plan

Term	Requirement Name	Requirement Full Name	Subject Course Number	Credit Hours
Term 1	Introduction to Business	BUSA 1110 - Introduction to Business	BUSA 1110	3
Term 1	Composition I	ENGL 1110 - Composition I	ENGL 1110	3
Term 1	Intermediate Algebra IA	MATH 1215X - Intermediate Algebra IA	MATH 1215X	1
Term 1	Intermediate Algebra IB	MATH 1215Y - Intermediate Algebra IB	MATH 1215Y	1
Term 1	Area 3: Physical and Natural Sciences (4 Credit Hours)	Area 3: Physical and Natural Sciences (4 Credit Hours)		4
Term 1	Area 6: Second Language	Area 6: Second Language		3
Term 2	Macroeconomic Principles	ECON 2110 - Macroeconomic Principles (P1)	ECON 2110	3
Term 2	Composition II	ENGL 1120 - Composition II (P1)	ENGL 1120	3
Term 2	Intermediate Algebra IC	MATH 1215Z - Intermediate Algebra IC	MATH 1215Z	1
Term 2	Intro to Psychology or Sociology	PSYC 1110 - Introduction to Psychology OR SOCI 1110 - Introduction to Sociology	PSYC 1110 OR SOCI 1110	3
Term 2	Area 7: Arts & Design	Area 7: Arts & Design		3
Term 2	Free Elective	Free Elective		3
Term 3	Principles of Accounting I	ACCT 2110 - Principles of Accounting I (P1)	ACCT 2110	3
Term 3	Microeconomic Principles	ECON 2120 - Microeconomic Principles (P1)	ECON 2120	3
Term 3	2000-Level English	ENGL 2210 - Professional and Technical Communication OR ENGL2120 - Intermediate Composition	ENGL 2210 OR 2120	3
Term 3	Statistics	MATH 1350 - Introduction to Statistics (P1)	MATH 1350	3
Term 3	Area 5: Humanities	Area 5: Humanities		3
Term 4	Principles of Accounting II	ACCT 2120 - Principles of Accounting II	ACCT 2120	3
Term 4	Introduction to Information Systems	BCIS 1110 - Introduction to Information Systems (P1)	BCIS 1110	3
Term 4	College Algebra	MATH 1220 - College Algebra	MATH 1220	3
Term 4	Organizational Behavior and Diversity	MGMT 306 - Organizational Behavior and Diversity	MGMT 306	3
Term 4	Free Elective	Free Elective		3
Term 5	Applications of Calculus	MATH 1430 - Applications of Calculus	MATH 1430	3
Term 5	Ethical, Political and Social Environment	MGMT 308 - Ethical, Political and Social Environment	MGMT 308	3
Term 5	Marketing Management	MGMT 322 - Marketing Management	MGMT 322	3
Term 5	Free Elective	Free Elective		3
Term 5	Upper Division Humanities	Upper Division Humanities		3
Term 6	Operations Management	MGMT 300 - Operations Management	MGMT 300	3
Term 6	Legal Issues for Managers	MGMT 310 - Legal Issues for Managers	MGMT 310	3
Term 6	Financial Management	MGMT 326 - Financial Management	MGMT 326	3
Term 6	Career Management Skills	MGMT 398 - Career Management Skills	MGMT 398	1
Term 6	Consumer Behavior	MGMT 480 - Consumer Behavior	MGMT 480	3
Term 6	Free Elective	Free Elective		3
Term 7	International Management	MGMT 328 - International Management	MGMT 328	3
Term 7	Computer-Based Information Systems	MGMT 450 - Computer-Based Information Systems	MGMT 450	3
Term 7	Marketing Strategy	MGMT 435 - Marketing Strategy	MGMT 435	3
Term 7	Marketing Research I	MGMT 481 - Marketing Research I	MGMT 481	3
Term 7	Marketing Concentration	Marketing Concentration Elective		3
Term 8	Strategic Management	MGMT 498 - Strategic Management	MGMT 498	3
Term 8	Free Elective	Free Elective		3
Term 8	Free Elective	Free Elective		1
Term 8	Marketing Concentration	Marketing Concentration Elective		3
Term 8	Marketing Concentration	Marketing Concentration Elective		3