

Anderson School of Management



MARKETING MANAGEMENT CONCENTRATION / BBA

ALL CONCENTRATION INFORMATION EFFECTIVE FOR STUDENTS ADMITTED 1/2005 OR THEREAFTER.
REVISED 4/2007

The suggested program presumes that 62 hours of pre-admission requirements and free electives have been earned. Use worksheets and check with the Advisement Center if necessary to calculate earned pre-admission hours. While all the courses are required, there are a number of alternative sequences that are equally satisfactory. Use the checklist (right) and the catalog to check for prerequisites.

A concentration in Marketing requires 15 hours of upper-division (300 level or above) management courses. The required courses are MGMT 480 and MGMT 481, plus three of the following: MGMT 433, 483, 484, 485, 486, 487, 488 and 489. Other Anderson School courses or courses outside of Anderson may be substituted with faculty advisor prior written consent.

NOTES/RECOMMENDATIONS

MGMT 322 is a prerequisite for all upper-division Marketing courses. It should be taken as early as possible to avoid later course sequencing problems.

MGMT 480 and MGMT 481 must be taken in residence at Anderson.

MGMT 480 is a strictly enforced prerequisite for MGMT 481, 487, and 489. MGMT 480 is a pre- or co-requisite for MGMT 484 and 485.

Students who enroll in marketing electives without the required prerequisites will be dropped from the roster.

MGMT 433, 486 and 488 are accepted as both marketing and operations management elective.

The areas of Marketing and Operations Management (OPS) have created an interdisciplinary program. Students may pursue a dual concentration in Marketing and Operations Management by taking as few as 21 credit hours including MGMT 433, 434, 480, 481, 486, 488, and one additional OPS elective (See OPS Concentration requirements).

Students who want to take classes not approved as Marketing electives must get permission to do so prior to enrolling in a class.

Register for concentration electives throughout your degree program; not all concentration electives are offered every semester.

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SUGGESTED SCHEDULE

JUNIOR YEAR

FIRST SEMESTER

<input type="checkbox"/> MGMT 300: Operations Management	3 credits
<input type="checkbox"/> MGMT 303: Managerial Accounting	3 credits
<input type="checkbox"/> MGMT 306: Org Behavior & Diversity	3 credits
<input type="checkbox"/> MGMT 322: Marketing Management*	3 credits
<input type="checkbox"/> Free Elective	3 credits
Total Credit Hours	15 credits

SECOND SEMESTER

<input type="checkbox"/> MGMT 450: Computer-Based Info Syst.	3 credits
<input type="checkbox"/> MGMT 326: Financial Management	3 credits
<input type="checkbox"/> MGMT 480: Buyer Behavior*	3 credits
<input type="checkbox"/> Marketing Elective	3 credits
<input type="checkbox"/> Free Electives	6 credits
Total Credit Hours	18 credits

SENIOR YEAR

FIRST SEMESTER

<input type="checkbox"/> MGMT 308: Eth, Pol & Soc Environment	3 credits
<input type="checkbox"/> MGMT 310: Legal Issues for Managers	3 credits
<input type="checkbox"/> MGMT 328: International Management	3 credits
<input type="checkbox"/> MGMT 481: Marketing Research	3 credits
<input type="checkbox"/> Marketing Elective	3 credits
<input type="checkbox"/> Graduation Application Due****	
Total Credit Hours	15 credits

SECOND SEMESTER

<input type="checkbox"/> MGMT 498: Strategic Management**	3 credits
<input type="checkbox"/> Marketing Elective	3 credits
<input type="checkbox"/> Upper-Division Humanities***	3 credits
<input type="checkbox"/> Free Electives	9 credits
Total Credit Hours	18 credits

*MGMT 322 is a prerequisite for all upper-division Marketing courses. MGMT 480 is a prerequisite for MGMT 481, MGT 487 and MGMT 489, and a pre- or co-requisite for MGMT 484 and MGT 485.

**Students must be within the last 15 hours of graduation to enroll in the class.

***Upper-Division Humanities: One 3-hour course, 300-level or above from: American Studies, Classics, Comparative Literature, English, History, Philosophy, or Religious Studies

****All students must apply for graduation the semester prior to completing their course work. Application Deadlines:
Spring: November 1, Summer: April 1, Fall: July 1.