

# UNM ANDERSON SCHOOL OF MANAGEMENT

## BBA Marketing Management Concentration Worksheet



You are encouraged to take ASM core and concentration courses simultaneously.  
All Concentration Information Effective for Students Admitted Fall 2016 or Thereafter

Anderson Core	Required	Earned	Semester
MGMT 300: Operations Management	3		
MGMT 303: Managerial Accounting	3		
MGMT 306: Org Behavior & Diversity	3		
MGMT 308: Eth, Pol & Soc. Environ.	3		
MGMT 310: Legal Issues for Managers	3		
MGMT 322: Marketing Management	3		
Take as soon as possible for efficient degree completion			
MGMT 326: Financial Management	3		
MGMT 328: International Management	3		
MGMT 398: Career Management Skills	1		
MGMT 450: Computer Based Info Sys. Prerequisite: MGMT 300, 303, 306, 322	3		
MGMT 498: Strategic Management Prerequisite: MGMT 300, 303, 306, 308, 310, 322, 326, 328	3		
<b>Credit Hours</b>	<b>31</b>		

Concentration	Required	Earned	Semester
MGMT 481: Marketing Research Prerequisite: MGMT 322 and 3 credit marketing elective	3		
MGMT 435: Marketing Strategy Prerequisite: MGMT 322 and 3 credit marketing elective	3		
<b>Choose three courses from the list below</b>	<b>9</b>		
MGMT 433: Management of Service Operations Prerequisite: MGMT 300			
MGMT 480: Buyer Behavior Prerequisite: MGMT 322			
MGMT 482: Digital Marketing Prerequisite: MGMT 322			
MGMT 483: International Marketing Prerequisite: MGMT 322			
MGMT 484: Sales Management Prerequisite: MGMT 322			
MGMT 485: Retailing Management Prerequisite: MGMT 322			
MGMT 486: Logistics Systems Management Prerequisite: MGMT 300, MGMT 322			
MGMT 487: Promotion Management Prerequisite: MGMT 322			
MGMT 488: Materials & Supply Chain Management Prerequisite: MGMT 300, MGMT 322			
MGMT 489: Marketing of Service Prerequisite: MGMT 322			
MGMT 490: Special Topics, as approved by Marketing Advisor			
<b>Credit Hours</b>	<b>15</b>		

Totals	Required	Earned	Semester
Pre-Admission Course Work	~49		
ASM Core	31		
Concentration	15		
Upper Division Humanities	3		
Free Electives	~22		
<b>Total Credit Hours</b>	<b>120</b>		

