

Bachelor of Business Administration Degree Planner

MARKETING MANAGEMENT (as of Fall 2024)

Student ID		Name	
Phase I and 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 (Phase I) (Department Permission required)		ENGL 1120 - Composition II (Phase I) (ENGL 1110*)	ENGL 2210 OR 2120 - Prof./Tech. Comm. or Inter. Comp. (ENGL 1120*)
ECON 2110 - Prin. of Macroeconomics (Phase I)		MATH 1350 - Intro to Statistics (Phase I) (MATH 1215X/Y†)	MATH 1430 - Applications of Calculus I (MATH 1220†)
ECON 2120 - Prin. of Microeconomics (Phase I)		BCIS 1110 - Fund. of Info. Lit. and Systems (Phase I) (MATH 1215X/Y/Z†)	PSYC 1110 OR SOCI 1110 - Intro Psychology/Sociology
ACCT 2110 - Prin. of Accounting I (Phase I)		Upper Division Humanities - 3 credit hours at the 300-level or higher (course numbered 300-499) from choice of subject: AFST, AMST, CCS(T), CLST, COMP, ENGL, GNDR, HIST, LTAM, MDVL, NATV, PHIL, RELG, UHON*, WGSS	
General Education (minimum grade: C) [13]			
Area 3. Physical and Natural Science (4 hours, paired lab and lecture)		Area 6. Arts and Design	Area 4. Social and Behavioral Science Met in Phase I & Additional Prerequisites ✓
Area 5a. Humanities		Area 1. Communication Met in Phase I & Additional Prerequisites ✓	Area 7. Student Choice Met in Phase I & Additional Prerequisites ✓
Area 5b. Second Language		Area 2. Math and Statistics Met in Phase I & Additional Prerequisites ✓	Search General Education area courses: gened.unm.edu
ASM Core (minimum grade: C-) [33]			
ACCT 2120 - Prin. of Accounting II (ACCT 2110)		MGMT 300 - Operations Management (ENGL 2210/2120*, MATH 1350†, BCIS 1110)	MGMT 398 - Strategic Career Planning (ENGL 2210/2120*) (third year)
MGMT 306 - Org. Behavior and Diversity (ENGL 2210/2120*, PSYC/SOCI 1110)		MGMT 322 - Marketing Management (ENGL 2210/2120*, ECON 2120)	MGMT 450 - Computer Based Info. Systems
MGMT 308 - Ethical, Political, Social Environ. (ENGL 2210/2120*, PSYC/SOCI 1110)		MGMT 326 - Financial Management (Recommended: MATH 1430†)	MGMT 498 - Strategic Management (Phase I complete) (All ASM Core except 398/450) (final semester)
MGMT 310 - Legal Issues for Managers (ENGL 2210/2120*, PSYC/SOCI 1110)		MGMT 328 - International Management (ENGL 2210/2120*, ECON 2120)	
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) (MGMT 322)		MGMT 410 - Advertising Campaigns (F/S) (Requires instructor permission)	MGMT 484 - Advanced Sales (F/S) (MGMT 314 OR MGMT 384)
MGMT 435 - Marketing Strategy (F/S) (MGMT 480)		MGMT 411 - Social Media & Content Mktg (F/S) (MGMT 322)	MGMT 485 - Retailing Management (MGMT 322)
MGMT 481 - Marketing Research I (F/S) (MGMT 480)		MGMT 436 - Business Analysis Tools (F/S)	MGMT 486 - Logistics Systems Management (S) (MGMT 300, 322)
Choose three (3) additional courses:		MGMT 482 - Digital Marketing (S) (MGMT 322)	MGMT 487 - Promotion Management (F) (MGMT 322)
MGMT 384 - Professional Selling (F/S) (ENGL 2210/2120*, ECON 2120)		MGMT 483 - International Marketing (MGMT 322)	MGMT 488 - Supply Chain Models & Analytics (F) (MGMT 300, 322)
Free Electives [23] (only 1 hour of PHED/PENP)	Total Hours - minimum 120 required GPA - minimum 2.0 cumulative required	Notes	

*ENGL Progression: [ENGL 1110 (3hr elec.)] OR [ENGL1110X & ENGL1110Y (6hr elec.)] > ENGL 1120 > ENGL 2120 OR 2120
 †MATH Progression: FYEX 1010 (3hr elec.) > MATH 1215X/Y/Z (3hr elec.) > MATH 1350 > MATH 1220 (3hr elec.) > MATH 1430