

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 <i>(Phase I) (Department Permission required)</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 - Fund. of Info. Lit. and 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) (BUSA 1110)</i>		Upper Division Humanities - 3 credit hours at the 300-level or higher (course numbered 300-499) from choice of subject: <i>AFST, AMST, CCS(T), CLST, COMP, ENGL, GNDR, HIST, LTAM, MDVL, NATV, PHIL, RELG, UHON*, WGSS</i>	
General Education (minimum grade: C) [13]			
Area 3. Physical and Natural Science <i>(4 hours, paired lab and lecture)</i>	Area 6. Arts and Design		Area 4. Social and Behavioral Science <i>Met in Phase I & Additional Prerequisites</i> ✓
Area 5a. Humanities	Area 1. Communication <i>Met in Phase I & Additional Prerequisites</i>	✓	Area 7. Student Choice <i>Met in Phase I & Additional Prerequisites</i> ✓
Area 5b. Second Language	Area 2. Math and Statistics <i>Met in Phase I & Additional Prerequisites</i>	✓	Search General Education area courses: gened.unm.edu
ASM Core (minimum grade: C-) [33]			
ACCT 2120 - Prin. of Accounting II <i>(ACCT 2110)</i>	MGMT 300 - Operations Management <i>(ENGL 2210/2120*, MATH 1350*, BCIS 1110)</i>		MGMT 398 - Strategic Career Planning <i>(ENGL 2210/2120*) (third year)</i>
MGMT 306 - Org. Behavior and Diversity <i>(ENGL 2210/2120*, PSYC/SOCI 1110)</i>	MGMT 322 - Marketing Management <i>(ENGL 2210/2120*, ECON 2120)</i>		MGMT 450 - Computer Based Info. Systems
MGMT 308 - Ethical, Political, Social Environ. <i>(ENGL 2210/2120*, PSYC/SOCI 1110)</i>	MGMT 326 - Financial Management <i>(Recommended: MATH 1430*)</i>		MGMT 498 - Strategic Management <i>(Phase I complete) (All ASM Core except 398/450) (final semester)</i>
MGMT 310 - Legal Issues for Managers <i>(ENGL 2210/2120*, PSYC/SOCI 1110)</i>	MGMT 328 - International Management <i>(ENGL 2210/2120*, ECON 2120)</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 [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