

**CLOVIS COMMUNITY COLLEGE AS IN BUSINESS ADMINISTRATION
ENMU-PORTALES BBA IN BUSINESS ADMINISTRATION
MARKETING EMPHASIS
Academic Year 2023 - 2024**

Associate of Science in Business Administration at CCC (Minimum Credit Hours 62)							
Subject	Number	Title	Credit Hours	Subject	Number	Title	Credit Hours
BCIS	1110	Fundamentals of Info Literacy & Systems	3	MGMT	2110	* Principles of Management	3
ACCT	2110	* Principles of Accounting I	4	MKTG	2110	* Principles of Marketing	3
ACCT	2120	* Principles of Accounting II	4	PHED		Physical Education Activity	1
BFIN	2110	* Introduction to Finance	3	New Mexico General Education Requirements. Consult with CCC advisor and CCC catalog.			31-33
BLAW	2110	Business Law I	3				
BUSA	1110	Introduction to Business	3				
Total Hours							62

Courses That Can Be Completed at Either Institution							
				Subject	Number	Title	Credit Hours
These required courses meet specific course requirements at ENMU. They may be completed at either Clovis Community College (recommended) or at ENMU-Portales. A grade of C or better is necessary for these courses.				BCIS	2217	Microsoft Excel (Required for Bachelor Degree)	3
				MATH	1350	Intro to Statistics (Required for Bachelor Degree)	3
				ENGL	** 1110	Engl Comp I (Required for Bachelor Degree)	3
				ENGL	** 1120	Engl Comp II (Required for Bachelor Degree)	3
The faculty at ENMU-Portales strongly recommends that transfer students take these courses (required for Bachelor Degree) from CCC.				COMM	** 1130, 2120 -OR- 2140	(Required for Bachelor Degree)	3
				** May be used to fulfill General Education requirements.			

Bachelor of Business Administration, Marketing Emphasis, at ENMU-Portales							
Subject	Number	Title	Credit Hours	Subject	Number	Title	Credit Hours
Diversity / Global Upper-Division Requirement			3	BUS	453	Business Strategy & Policy	3
*	*	International Course (MGMT 430)	3	MKTG	4XX	Digital Marketing	3
BCIS	301	Information Systems for Managers	3	MKTG	325	Services Marketing	3
BFIN	315	Managerial Finance I	3	MKTG	419	Consumer Behavior	3
BUS	380	Business Analytics	3	MKTG	452	Integrated Marketing Communications	3
MGMT	313	Organizational Behavior	3	MKTG	*	One upper-division MKTG elective course	3
MGMT	330	Production & Operations Management	3	*	*	One upper-division COB elective course	3
MKTG	425	Marketing Management	3	Elective Courses to meet 40-hour upper-division and 120-hour requirement			

Minimum GPA Requirement	2.0	CCC AS in Business Administration	62
Minimum hours of Upper-Division Courses for BBA Degree	40	ENMU-Portales Upper-Div Diversity/Global requirement	3
Minimum hours taken from ENMU-Portales (final 30 of 60)	30	ENMU-Portales BBA in Marketing	Var.
Minimum hours for Emphasis Hours	Var.	ENMU-Portales Emphasis requirements	Var.
Minimum hours for BBA (Transferred + ENMU-Portales)	120	Electives if needed to meet Degree requirements	Var.

Total: Minimum 120 Credit Hours