



Eastern New Mexico University
College of Business
2019-2021 Catalog
Degree Plan Checklist

Date: _____	Major: Business Administration
Name: _____	Emphasis: Marketing
ID #: _____	Degree: Bachelor of Business Administration

This degree plan is a guideline only. Consult with an adviser before enrolling in courses. For more detailed information on coursework and degree requirements, refer to the catalog and consult with an adviser.

Note: The BBA in Business Administration with an emphasis in General Business requires 120 minimum total credit hours including 42 COB upper division (300 or 400 level) hours.

BACHELOR'S DEGREE REQUIREMENTS (6 hours)	Course	Credits	Semester	Grade
FYEX 1110 First-Year Seminar	_____	3	_____	_____
Diversity/Global Upper-Division	_____	3	_____	_____

GENERAL EDUCATION (Non-Teaching) Requirements (31-33 hours)

7. REQUIREMENTS IN BUSINESS--Business Foundation (38 hours)	Course	Credits	Semester	Grade
ACCT 2110 Principles of Accounting I	_____	3	_____	_____
ACCT 2120 Principles of Accounting II	_____	3	_____	_____
BLAW 2110 Business Law I	_____	3	_____	_____
*ECON 2110 Macroeconomic Principles	_____	3	_____	_____
*ECON 2120 Microeconomic Principles	_____	3	_____	_____
BFIN 2110 Introduction to Finance	_____	3	_____	_____
BCIS 1110 Introduction to Information Systems	_____	3	_____	_____
IS 281 Spreadsheets & Data Analysis	_____	3	_____	_____
MGMT 2110 Principles of Management	_____	3	_____	_____
MKTG 2110 Principles of Marketing	_____	3	_____	_____
*MATH 1220 College Algebra or *MATH 1510 or MATH 1520 or MATH 2530	_____	4	_____	_____
*MATH 1350 Introduction to Statistics	_____	4	_____	_____

*May fulfill a general education requirement, but only counts once toward graduation credit hour requirements.

Students must achieve a grade of "C" or better in all courses required to complete the Business Foundation.

8. REQUIREMENTS IN BUSINESS--Business Core (21 hours)	Course	Credits	Semester	Grade
BUS 330 Production and Operations Management	_____	3	_____	_____
BUS 381 Business Research and Analysis	_____	3	_____	_____
BFIN 315 Managerial BFINance I	_____	3	_____	_____
BCIS 301 Information Systems for Managers	_____	3	_____	_____
MGMT 313 Organizational Behavior	_____	3	_____	_____
MKTG 425 Marketing Management	_____	3	_____	_____
*BUS 453 Business Strategy & Policy	_____	3	_____	_____

*The capstone course (BUS 453) is to be completed the last semester of the senior year. Prerequisites include successful completion of the Business Foundation Requirements, BUS 330, BFIN 315, and MKTG 425. It is highly recommended that all Business Core Requirements be completed prior to taking this course.

Students must achieve a grade of "C" or better in all courses required to complete the Business Core.

9. REQUIREMENTS IN BUSINESS--International Course (3 hours)	Course	Credits	Semester	Grade
MKTG 430 International Marketing	_____	3	_____	_____

Students must achieve a grade of "C" or better to complete the International Course.

10. REQUIREMENTS IN BUSINESS EMPHASIS AREA--Marketing (18 hours)	Course	Credits	Semester	Grade
BCIS 315 E-Business Strategy	_____	3	_____	_____
MKTG 325 Services Marketing	_____	3	_____	_____
MKTG 419 Consumer Behavior	_____	3	_____	_____
MKTG 452 Integrated Marketing Communications	_____	3	_____	_____
Any one MKTG upper-division elective course.	_____	3	_____	_____
Any COB upper-division elective course.	_____	3	_____	_____

Students must achieve a grade of "C" or better in all courses required to complete the emphasis area.

11. ELECTIVES As needed to fulfill requirement of 120 total credit hours.

Note: Cumulative GPA for Sections 7-10 must be a 2.25. All acceptable transfer work from a junior or community college will be recorded as lower division credit. Developmental hours are not eligible for degree credit.