



Eastern New Mexico University
College of Business
2021-2023 Catalog

Date:	Major: Business Administration
Name:	Emphasis: Marketing
ID#:	Degree: Bachelor of Business Administration (B.B.A.)

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 110 First-Year Seminar	3	_____	_____
	Diversity/Global Upper-Division	3	_____	_____

GENERAL EDUCATION (Non-Teaching) Requirements (31-33 hours)
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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	_____	_____
	BCIS 2217 MS Excel	3	_____	_____
	MGMT 2110 Principles of Management	3	_____	_____
	MKTG 2110 Principles of Marketing	3	_____	_____
	*MATH 1350 Introduction to Statistics	4	_____	_____
	*MATH 1220 College Algebra OR *MATH 1510 OR MATH 1520 OR MATH 2530	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.

REQUIREMENTS IN BUSINESS -- International Course (3 hours)	Course	Credits	Semester	Grade
	International Courses: BUS 432, MGMT 439, MGMT 440	3	_____	_____

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

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.

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