



Eastern New Mexico University  
College of Business  
2025-2027 Catalog  
Degree Guide Checklist

Major: Business Administration

Minor: Not Required

Emphasis: Marketing

Degree: Bachelor of Business Administration (B.B.A.)

This degree plan is a guide 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.

All course requirements in the major must have a grade of "C" or better. All acceptable transfer work from a junior or community college will be recorded as lower division credit.

Note: All Bachelor degrees at ENMU require 120 minimum total credit hours including 40 upper-division (300-/400-level) hours. B.A. candidates must satisfy the language requirement (6-14 hours). Developmental and vocational/technical courses will not be counted toward graduation requirements.

**BACHELOR'S DEGREE REQUIREMENTS (9 hours)**

FYEX 1110 First-Year Seminar

Diversity/Global Upper-Division

International Course: MKTG 430

**GENERAL EDUCATION REQUIREMENTS (non-teaching) (31-33 hours)**

Note: Some Business Foundation Requirements and Basic Skills Requirements may also fulfill General Education Requirements. See Adviser for details.

**REQUIREMENTS FOR BASIC SKILLS (9 hours)**

\* ENGL 1110 Composition I

\* ENGL 1120 Composition II

\* COMM 1130 Public Speaking -OR- \* COMM 2120 Interpersonal Comm -OR- COMM 2140 Small Group Comm

\* May be used to fulfill General Education requirements.

**REQUIREMENTS IN BUSINESS FOUNDATION (38 hours)**

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

Required Courses (34 hours):

ACCT 2110 Principles of Accounting I

ACCT 2120 Principles of Accounting II

BCIS 1110 Introduction to Information Systems

BCIS 2217 MS Excel

BFIN 2110 Introduction to Finance

BLAW 2110 Business Law I

\* ECON 2110 Macroeconomic Principles

\* ECON 2120 Microeconomic Principles

\* MATH 1350 Introduction to Statistics

MGMT 2110 Principles of Management

MKTG 2110 Principles of Marketing

Complete ONE of the following (4 hours):

\* MATH 1220 College Algebra

\* MATH 1510 Calculus I

MATH 1520 Calculus II

MATH 2530 Calculus III

\* May also be used to satisfy General Education Requirements.

**REQUIREMENTS IN BUSINESS CORE (21 hours)**

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

BCIS 301 Information Systems for Managers

BFIN 315 Managerial Finance I

BUS 380 Business Analytics

BUS 453 Business Strategy and Policy \*\*

MGMT 313 Organizational Behavior

MGMT 330 Production and Operations Management

MKTG 425 Marketing Management

\*\* 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, BFIN 315, MGMT 330, and MKTG 425. It is highly recommended that all Business Core Requirements be completed prior to taking this course.

**REQUIREMENTS IN MARKETING EMPHASIS (18 hours including International course requirement)**

MKTG 430 (International Course Requirement)

MKTG 325 Services Marketing

MKTG 413 Digital Marketing

MKTG 419 Consumer Behavior

MKTG 452 Integrated Marketing Communications

Complete one upper-division (300-/400-level) MKTG course for 3 credit hours, and any one College of Business upper-division (300-/400-level) elective for 3 credit hours. An internship (up to 3 credit hours) may be used to fulfill the College of Business upper-division elective requirement. (BUS 310 Global Business cannot be counted toward fulfilling this emphasis.)

**ELECTIVES AS NEEDED TO FULFILL REQUIREMENT OF 120 CREDIT HOURS.**