

NEW MEXICO JUNIOR COLLEGE (2023-2024)
AS IN BUSINESS ADMINISTRATION
ENMU-PORTALES (2023-2025)
BBA IN MARKETING

AS in Business Administration at NMJC (Minimum Credit Hours 62)						
Subject	Number	Title	Credit Hours	Subject	Number Title	Credit Hours
ENGL	** 1110	Composition I	3	BFIN	2110 Introduction to Finance	3
ENGL	** 1120	Composition II	3	MGMT	2110 Principles of Management	3
MATH	** 1220	College Algebra	3	MKTG	2110 Principles of Marketing	3
MATH	** 1350	Introduction to Statistics	3	BLAW	2110 Business Law I	3
ECON	** 2110	Macroeconomic Principles	3	COMM	* COMM 1130** Public Speaking -OR- COMM	3
ECON	** 2120	Microeconomic Principles	3		2120** Interpersonal Communication -OR-	
ACCT	2115	Survey of Accounting	3		COMM 2140** Small Group Communication	
ACCT	2110	Principles of Accounting I	3	*	* TWO Lab Sciences with Labs	8
ACCT	2120	Principles of Accounting II	3	*	* Humanities	6
BCIS	1110	Fundamentals of Info Literacy & Systems	3	*	* Fine Arts	3

** May be used to satisfy New Mexico General Education Requirements.

Courses That Can Be Completed at Either Institution			
	Subject	Number Title	Credit Hours
These required courses may be completed at either NMJC (recommended) or at ENMU-Portales. A grade of C or better is necessary for these courses.	BCIS	2217 MS Excel	3

BBA in Business Administration, Marketing Emphasis at ENMU-Portales						
Subject	Number	Title	Credit Hours	Subject	Number Title	Credit Hours
BUS	380	Data Analysis	3	MKTG	325 Services Marketing	3
BCIS	301	Information Systems for Managers	3	MKTG	413 Digital Marketing	3
BFIN	315	Managerial Finance I	3	MKTG	419 Consumer Behavior	3
MGMT	313	Organizational Behavior	3	MKTG	452 Integrated Marketing Communications	3
MGMT	330	Production and Operations Management	3	MKTG	3xx/4xx Upper-Division Marketing Elective	3
MKTG	425	Marketing Management	3	*	3xx/4xx College of Business Elective	3
BUS	453	Business Strategy and Policy	3			
MKTG	430	International Marketing	3	*	* Electives if needed to meet BBA requirements	Var.

Minimum GPA Requirement	2.0	NMJC AS in Business Administration	62
Minimum hours of Upper-Division Courses for All Degrees	40	ENMU-Portales Upper-Div Diversity/Global requirement	3
Minimum hours taken from ENMU-Portales (final 30 of 60)	30	ENMU-Portales BBA in Business Administration	Var.
Minimum hours for Emphases	18-21	ENMU-Portales Marketing Emphasis requirements	18
Minimum hours for All Degrees (Transferred + ENMU-Portales)	120	Electives if needed to meet Degree requirements	Var.

Total: Minimum 120 Credit Hours