



**NEW MEXICO JUNIOR COLLEGE (2024-2025)**  
**ASSOCIATE OF APPLIED SCIENCE IN BUSINESS (MANAGEMENT)**  
**ENMU-PORTALES (2023-2025)**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**EMPHASIS IN MARKETING**

| Associate of Applied Science in Business (Management Emphasis) - New Mexico Junior College (61 credit hours) |      |   |       |         |           |  |       |
|--|------|---|-------|---------|-----------|--|-------|
| Subject  | No.  | Title   | Hours | Subject | No.       | Title  | Hours |
| ENGL   | 1110 | English Comp I (Gen Ed Requirement)                         | 3     | BCIS    | 1110      | Fundamentals of Info Literacy & Sys (VOTR)                   | 3     |
| ENGL   | 1120 | English Comp II (Gen Ed Requirement)                        | 3     | MGMT    | 2110      | Principles of Management (VOTR)                              | 3     |
|  |      | Mathematics Gen Ed Elective (See Gen Ed List)               | 3     | MKTG    | 2110      | Principles of Marketing (VOTR)                               | 3     |
|  |      | Social/Behavioral Science Gen Ed Elective (See Gen Ed List) | 3     | BLAW    | 2110      | Business Law   | 3     |
|  |      | Laboratory Science Gen Ed Elective w/Lab (See Gen Ed List)  | 4     | BCIS    | 2150      | (Formerly CS 123) Adv. Computer App. (VOTR)                  | 3     |
| EC   | 113  | Intro to Economics (Gen Ed Requirement)                     | 3     | BUSA    | 2460      | Business Ethics  | 3     |
| ACCT   | 2110 | Principles of Accounting I (VOTR)                           | 3     | BUSA    | 213G      | Supervision (VOTR)   | 3     |
| ACCT   | 2115 | Survey of Accounting  | 3     | BUSA    | 2220      | Human Resources Management (VOTR)                            | 3     |
| BUSA   | 1110 | Introduction to Business                                    | 3     | ECON    | 2110/2120 | Macro-/Micro-Economic Principles                             | 3     |
| BUSA   | 2110 | Business Communications (VOTR)                              | 3     |         |           | Business Elective (ACCT, MKTG, BUSA, BLAW, MGMT, BFIN, ECON) | 3     |

| Courses That Can Be Completed at Either Institution  |         |  |   |       |
|--|---------|--|---|-------|
|  | Subject | No.  | Title   | 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.                 | CS      | 224  | Spreadsheets (at ENMU, BCIS 2217 - req'd for BBA) | 3     |
|  |         | COMM 1130 -OR- 2120                              | (required for BBA)                                | 3     |
|  | ACCT    | 2120   | Princ. of Accounting II (required for BBA)        | 3     |
|  | BFIN    | 2110   | Intro to Finance (required for BBA)               | 3     |
|  | ECON    | 2110   | Macroeconomic Principles (required for BBA)       | 3     |
|  | ECON    | 2120   | Microeconomic Principles (required for BBA)       | 3     |
|  | MATH    | 1350   | Intro to Statistics (required for BBA)            | 4     |
| The State of New Mexico requires 31-33 hours of General Education courses for any Bachelor degree. These may be taken at NMJC (recommended) or at ENMU-Portales. | MATH    | ONE of: MATH 1220, 1510, 1520 -OR- 2530          | (required for BBA)                                | 4     |
|  |         | NM General Education Courses (31-33 hours total) |   | Var.  |

| BBA in Business Administration, Marketing Emphasis at ENMU-Portales |     |                                      |       |         |     |   |       |
|---|-----|--------------------------------------|-------|---------|-----|---|-------|
| Subject   | No. | Title                                | Hours | Subject | No. | Title   | Hours |
| Upper-Division  |     | Diversity/Global Course              | 3     | MKTG    | 325 | Services Marketing  | 3     |
| BCIS  | 301 | Information Systems for Managers     | 3     | MKTG    | 413 | Digital Marketing   | 3     |
| MGMT  | 313 | Organizational Behavior              | 3     | MKTG    | 419 | Consumer Behavior   | 3     |
| BFIN  | 315 | Managerial Finance I                 | 3     | MKTG    | 452 | Integrated Marketing Communications                                 | 3     |
| MGMT  | 330 | Production and Operations Management | 3     |         |     | ONE Upper-Div (300-/400-level) MKTG course                          | 3     |
| BUS   | 380 | Data Analysis                        | 3     |         |     | ONE Upper-Div (300-/400-level) College of Business course           | 3     |
| MKTG  | 425 | Marketing Management                 | 3     |         |     | Upper-Div (300-/400-level) International Business (consult advisor) | 3     |
| BUS   | 453 | Business Strategy and Policy         | 3     |         |     | Electives to meet BBA requirements *                                | Var.  |