

Elective Courses (24 credits)

Viewing a Wider World (two courses from two colleges other than CBAE, from courses listed in General Education Requirements, Part III)6
 General electives (at least 11 credits must be taken outside the CBAE).....18
 Note: The managerial leadership option is delivered to the campus of the New Mexico Military Institute via distance education.

OPTION: Operations Management**Major Courses (24 credits)**

MGT 345G, Quality and Competitiveness: An International Perspective3
 MGT 351, Purchasing and Materials Management.....3
 MGT 445, Operations Planning and Control3
 MGT 480, Operations Strategy.....3
 Electives in management, upper division (may include MKTG 361 or MKTG 460).....12

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OPTION: Small Business Management and Entrepreneurship**Major Courses (24 credits)**

MGT 461, Seminar in Entrepreneurship.....3
 MGT 448, Small Business Consulting.....3
 MGT 464, Entrepreneurship Laboratory3
 One additional special topics course approved in advance by the Director of the Entrepreneurship Program.....3
 Electives in management, upper division.....12

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MAJOR: General Business

The major in general business is based on a broad range of course options rather than a narrow focus on a single discipline. Graduates find careers in large and small businesses, in government agencies, and in the nonprofit sector. The general business major is well suited to the part-time and working student because courses are available in the late afternoon and evening. The entrepreneurship option is ideal for a student interested in starting or acquiring a small business or entering a family business upon graduation. The curriculum provides a focus on small and new enterprises, thus reflecting the entrepreneurial nature of contemporary business in the U.S.

Every candidate for this degree must fulfill the following requirements in addition to the general education and other foundation courses and the business core courses (see above). Students will choose one of the three options that follow.

OPTION: General Business**Major Courses (24 credits)**

Major requirements (upper division).....24
 No more than 6 credits may be taken in any one prefix:
 Accounting (ACCT)
 Business Administration (BA)
 Business Computer Systems (BCS)
 Business Law (BLAW)
 Economics (ECON)
 Finance (FIN)
 International Business (IB)/Management (MGT)
 Marketing (MKTG)

Elective Courses (24 credits)

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 General electives (at least 11 credits must be taken outside the CBAE).....18
 Note: The general business option is offered through distance education as well as on campus courses.

OPTION: Entrepreneurship**Major Courses (24 credits)**

MGT/MKTG 461, Seminar in Entrepreneurship.....3

MGT/BA 448, Small Business Consulting.....3
 MGT 464, Entrepreneurship Laboratory3
 One additional special topics course approved in advance by the Director of the Entrepreneurship Program3
 Major requirements (upper division).....12
Of the remaining 12 credits for the entrepreneurship option, no more than 6 credits may be taken in any one prefix:
 Accounting (ACCT)
 Business Administration (BA)
 Business Computer Systems (BCS)
 Business Law (BLAW)
 Economics (ECON)
 Finance (FIN)
 International Business (IB)
 Management (MGT)
 Marketing (MKTG)

Elective Courses (24 credits)

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 General electives (at least 11 credits must be taken outside the CBAE).....18

OPTION: Tribal Management

This option is offered to students who complete the tribal management option offered at Southwestern Indian Polytechnic Institute and wish to complete a BBA with a major in general business at NMSU.

Major Courses (24 credits)

MGT 391, Internship with a Tribal Organization3
 MGT 491, Internship with a Tribal Organization3
 Upper division electives in business18
 No more than 6 of the 18 credits may be taken in any one prefix

Accounting (ACCT)
 Business Computer Systems (BCS)
 Business Law (BLAW)
 Economics (ECON)
 Finance (FIN)
 International Business (IB)
 Management (MGT)
 Marketing (MKTG)

Elective courses (24 credits)

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 General electives (at least 11 credits must be taken outside the CBAE).....18

MINOR: Management

The management minor requires 18 credits in management. Business majors must take any six upper-division management or BUSA courses (3 credits each). NOTE: BUSA 365 totals 3 management credits for purposes of the management minor. Nonbusiness majors must take one course from MGT 201G, MGT 309, or MGT 315G; and five additional management courses. For the nonbusiness major, one three-credit upper-division course in the College of Business Administration and Economics may substitute for one of the required management courses.

MARKETING

Professor Gerald M. Hampton, department head

Professors Hyman, Peterson, Sautter; **Associate Professors** Boberg, McQuitty, Tian; **Assistant Professors** Huhmann, Torres; **College Assistant Professor** Gavin

(505) 646-3341

Professional Golf Management

Director Gavin; **Assistant Director** Renio

DEGREE: Bachelor of Business Administration

MAJOR: Marketing

OPTION: Marketing

**OPTION: Transportation and
Physical Distribution Management**
OPTION: Professional Golf Management

**MINORS: Marketing
Business Administration**

DEGREE: Bachelor of Business Administration

MAJOR: Marketing

The marketing major forms the basis for management and operational careers in marketing management, advertising, market research, sales and sales management, transportation and physical distribution management, and retailing. The major is designed to allow a great deal of choice so the student may emphasize any one of these areas.

Most marketing majors enter into careers in business firms, although some find job opportunities in governmental and other nonprofit organizations. Still others become involved in owning and managing their independent companies. Opportunities in entrepreneurship and small business are expanding at a rapid pace.

Every candidate for this degree must fulfill the following requirements in addition to the general education and other foundation courses and the business core courses (see above).

OPTION: Marketing

Major Courses (24 credits)

MKTG 310, Marketing Research, or MKTG 361, Physical Distribution Management.....	3
MKTG 489, Strategy and Policy	3
Marketing electives: any six MKTG courses selected.....	18

Elective Courses (24 credits)

General electives (18 credits)—lower- or upper-division (of the 18 credits, 11 must be outside of CBAE).....	18
Viewing a Wider World (two courses from two colleges other than CBAE, from courses listed in General Education Requirements, Part III)	6

OPTION: Transportation and Physical Distribution Management

Major Courses (24 credits)

MKTG 310, Marketing Research	3
MKTG 361, Physical Distribution Management.....	3
MKTG 363, Business Logistics Planning	3
MKTG 460, Business Logistics Control	3
MKTG 489, Strategy and Policy	3

Electives in marketing, upper division.....	9
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Elective Courses (24 credits)

General electives (18 credits)—lower- or upper-division (of the 18 credits, 11 must be outside of CBAE).....	18
Viewing a Wider World (two courses from two colleges other than CBAE, from courses listed in General Education Requirements, Part III)	6

OPTION: Professional Golf Management

Major Courses (30 credits)

MKTG 180, PGM Freshman Orientation.....	3
MKTG 181, Level 1, PGA's PGM Education Program (Part 1).....	1.5
MKTG 280, Level 1, PGA's PGM Education Program (Part 2).....	1.5
MKTG 281, Level 2, PGA's PGM Education Program (Part 3).....	1.5
MKTG 310, Marketing Research	3
MKTG 311, Consumer Decision Processes	3
MKTG 380, Level 2, PGA's PGM Education Program (Part 2).....	1.5
MKTG 381, Level 3, PGA's PGM Education Program (Part 1).....	1.5
MKTG 480, Level 3, PGA's PGM Education Program (Part 2).....	1.5
MKTG 481, Final Experience	3
Elective in Marketing, upper division	9

Note: Students must apply separately to the PGM Program for acceptance. Acceptance is limited to the fall of every year.

Other PGM Requirements (20 credits)

HORT 301 Introduction to Landscape Horticulture.....	3
HORT 401, Turf Management.....	4
HRTM 362, Food Service Management.....	3
Viewing a Wider World (two courses from two different colleges other than CBAE, from courses listed in General Education Requirements, Part III)	6
General electives to bring total number of credits to 128.....	2

MINOR: Marketing

Requirements: 18 or more credit hours in an approved plan of study. The minor can include up to two non-marketing courses in the College of Business Administration and Economics. Business related courses may be taken from another department with the approval of the department chair. BUSA 365 may be counted towards a Marketing minor. Three of the eighteen credits may be taken outside of the College of Business Administration and Economics. The minor requires a minimum of 18 credits, 12 of which must be marketing courses. A cumulative grade point average of 2.0 for the 18 credits must be earned. An approved minor application must be on file in the department of marketing before taking action toward completion of the marketing minor.