

General electives (at least 7 credits must be taken outside the College of Business)..... 14

**OPTION: Small Business Management and Entrepreneurship**

**Major Courses (24 credits)**

MGT 332, Human Resources Management..... 3  
 MGT 361, Small Business Management..... 3  
 MGT 461, Seminar in Entrepreneurship..... 3  
 MGT 448, Small Business Consulting..... 3  
 Electives in management, upper division..... 12

**Elective Courses (20 credits)**

Viewing a Wider World (two courses from two colleges other than the College of Business from courses listed in General Education Requirements, Part III)..... 6  
 General electives (at least 7 credits must be taken outside the College of Business)..... 14

**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 Information Systems (BCIS)  
 Business Law (BLAW)  
 Economics (ECON)  
 Finance (FIN)  
 International Business (IB)  
 Management (MGT)  
 Marketing (MKTG)

**Elective Courses (20 credits)**

Viewing a Wider World (two courses from two colleges other than the College of Business, from courses listed in General Education Requirements, Part III)..... 6  
 General electives (at least 7 credits must be taken outside the College of Business)..... 14

Note: The general business option is offered through distance education as well as on campus courses.

**OPTION: Entrepreneurship**

**Major Courses (24 credits)**

MGT 332, Human Resources Management..... 3  
 MGT 361, Small Business Management..... 3  
 MGT/MKTG 461, Seminar in Entrepreneurship..... 3  
 MGT/BA 448, Small Business Consulting..... 3  
 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 Information Systems (BCIS)  
 Business Law (BLAW)  
 Economics (ECON)  
 Finance (FIN)  
 International Business (IB)

Management (MGT)

Marketing (MKTG)

**Elective Courses (20 credits)**

Viewing a Wider World (two courses from two colleges other than the College of Business, from courses listed in General Education Requirements, Part III)..... 6  
 General electives (at least 7 credits must be taken outside the College of Business)..... 14

**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 Organization ..... 3  
 MGT 491, Internship with a Tribal Organization ..... 3  
 Upper division electives in business ..... 18

*No more than 6 of the 18 credits may be taken in any one prefix:*

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

**Elective courses (20 credits)**

Viewing a Wider World (two courses from two colleges other than the College of Business, from courses listed in General Education Requirements, Part III)..... 6  
 General electives (at least 7 credits must be taken outside the College of Business)..... 14

**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 may substitute for one of the required management courses.

To obtain a Management minor, a grade of C or better must be attained in the courses required.

## 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 (505) 646-2814**

**Director** Gavin; **Assistant Director** Renio

**DEGREE: Bachelor of Business Administration**

**MAJOR: Marketing**

**OPTION: Sport Marketing**

**OPTION: Professional Golf Management**

**MINORS: Advertising**

**Marketing**

**Sport Marketing**

**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, 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).

**Major Courses (24 credits)**

MKTG 310, Marketing Research .....	3
MKTG 489, Strategy and Policy .....	3
Marketing electives: any six MKTG courses selected.....	18

**Elective Courses (20 credits)**

Viewing a Wider World (two courses from two colleges other than College of Business, from courses listed in General Education Requirements, Part III) .....	6
General electives (14 credits)—lower- or upper-division (of the 14 credits, 7 must be outside of College of Business).....	14

**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 (18 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 College of Business, from courses listed in General Education Requirements, Part III) .....	6

**OPTION: Sport Marketing****Required Courses [9 credits]**

Mktg 310, Marketing Research.....	3
Mktg 454, Sports Marketing.....	3
Mktg 491, Sports Marketing Management.....	3

**Marketing Elective Courses (15 credits upper division)**

General marketing elective courses: Any five (15 credits) marketing courses (a sport marketing internship is strongly recommended).

**Other Sport Marketing Requirements [6 credits]**

Econ 406, Economics of Sports.....	3
Blaw 313, Sports Law .....	3

Note: For the marketing major with a Sport Marketing Option, Econ 406 and Blaw 313 count as part of the business core.

**Elective Courses (20 credits)**

Viewing a Wider World (two courses from two colleges other than College of Business, from courses listed in General Education Requirements, Part III) .....	6
General electives (14 credits)—lower- or upper-division (of the 14 credits, 7 must be outside of College of Business).....	14

**MINOR: Marketing**

Requirements: 18 or more credit hours in an approved plan of study.

1. Nine credit hours of marketing courses in the College of Business at the 300 level or above approved by the department head of Marketing
2. Nine credit hours of marketing or non-marketing courses taken in the College of Business or nine credit hours of marketing related courses taken outside the College of Business. A combination of marketing, business, and non-business courses may be taken. All courses are 300 level or above, and must be approved by the Marketing department head.
3. 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.
4. As soon as you consider a minor in Marketing, visit the Department of Marketing, Business Complex, room 209 to complete the minor form.

**MINOR: Sport Marketing**

Requirements: 18 or more credit hours in an approved plan of study. The minor includes:

1. Blaw 313, Sports Law; Mktg 454, Sports Marketing; and Mktg 491, Sports Marketing Management
2. Nine credit hours of marketing courses in the College of Business at the 300 level or above; Econ 406 Economics of Sports may be taken with approval of the department chair.
3. 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.
4. As soon as you consider a minor in Marketing, visit the Department of Marketing, Business Complex, room 209 to complete the minor form.

**MINOR: Advertising**

Requirements: 18 or more credit hours in an approved plan of study. The minor includes:

1. Mktg 311, Consumer Decision Processes; Mktg 314, Advertising Strategy; and Mktg 459, Promotion Management
2. Nine credit hours of marketing or non-marketing courses taken in the College of Business or nine credit hours of marketing related courses taken outside the College of Business. A combination of marketing, business, and non-business courses. All courses are 300 level or above, and must be approved by the Marketing department head.
3. 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.
4. As soon as you consider a minor in Marketing, visit the Department of Marketing, Business Complex, room 209 to complete the minor form.