

◀ BBA Bus Admin - Bachelor of Business Administration

# **CON Mktg Mgmt BBA** **Marketing Management**

Under Review | Fall 2026

# Proposal Information

Status

Active

Workflow Status

In Progress

Refresh  Form Submission, Proposer

collapse ▼

Submitted for Approval | Proposer

✓ Sharae Scott | 9/18/2025 2:26 PM

**Department Chair Pre-Approval, Anderson School of Management**

Approved | Department Chair

✓ Reilly White | 9/18/2025 3:45 PM

**Registrar Office Technical Check Approval, Registrar Technical Check**

Approved | Registrar Technical Check

— Michael Raine

✓ Maggie Sumruld | 9/19/2025 8:51 AM

**College/School Dean Approval, Anderson School of Management**

Approved | College or School approver

✓ Reilly White | 9/19/2025 8:52 AM

**Library Approval, Main Campus Library**

Approved | Library Approval

✓ Sever Bordeianu | 9/19/2025 2:35 PM

**FSCC Member notification, Faculty Senate Curriculum Committee**

Notification Sent | Faculty Senate Curriculum Committee Member

- ☒ Joe Anderson
- ☒ Laura Belmonte
- ☒ Sara Ice
- ☒ Mary Rice
- ☒ John Russell
- ☒ SueNoell Stone
- ☒ Jonathan Wheeler
- ☒ Kirsten Thomson
- ☒ Paulo Dutra
- ☒ Randi Archuleta
- ☒ Joan Lucas
- ☒ Julia So
- ☒ Jennifer Henry
- ☒ Christopher Holden
- ☒ Justine Ponce
- ☒ Isabella Goss
- ☒ Vanessa Ferguson

**Faculty Senate Curriculum Committee Approval, Faculty Senate Curriculum Committee**

Approved | Faculty Senate Curriculum Committee Chair

- Janet Vassilev
- ✓ Nicole Capehart

Approved. Thank you!

10/27/2025 6:06 PM

**Provost Approval, Main Campus Provost**

Approved | Provost

- ✓ Pamela Cheek | 10/30/2025 2:49 PM

**Faculty Senate, Faculty Senate**

Waiting for Approval | Faculty Senate Approval

Nancy Middlebrook

Theresa Sherman

**Registrar Office Final Approval/Processing, Registrar**

Approval | Registrar final approval

Michael Raine

Maggie Sumruld

**Notification, Proposer**

Notification | Proposer

Sharae Scott

**EMRT notification, EMRT users**

Notification | EMRT user

Enrollment Mgt Reporting Team

**Lobotrax notification, LoboTrax Team**

Notification | LoboTrax Staff

Sherri DeLeve

Paula Freitag

Hannah Epstein

Allie Martinez

Glenda Johnson

**Changes**

- Concentration Requirements
- participants
- Degree Requirements
- Proposed Effective Term and Year
- Sponsoring faculty/staff member

Show All ▼

## Proposal Information

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Proposed

**Sponsoring faculty/staff member** ⓘ

Sharae Scott

Proposed

**Sponsoring faculty/staff email**

sscott4@unm.edu

Existing  
**Sponsoring faculty/staff member** ⓘ  
Lama Lteif

Existing  
**Sponsoring faculty/staff email**  
lamalteif@unm.edu

**College**

Anderson School of  
Management

**Department**

Anderson School of  
Management

**Campus**

Main Campus

## Effective Term and Year

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Proposed  
**Proposed Effective Term and Year**  
Fall 2026

Existing  
**Proposed Effective Term and Year**  
Fall 2023

## Justification

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Proposed  
**Concentration Justification**

The Marketing faculty is proposing a minor update to the list of electives for the Marketing concentration. Specifically, we aim to remove MGMT483 - International Marketing and MGMT485 - Retailing Management, both of which have not been offered in several years

Existing  
**Concentration Justification**

We would like to update the list of required courses. Consumer Behavior, Marketing Strategy and Marketing Research are core marketing topics that any marketing students should be familiar with. These courses are also required for a BBA with marketing concentration at all peer institutions. The proposed change would make the requirements for BBA Marketing Concentration at Anderson consistent with the requirements at other peer institutions and would ensure that marketing students at Anderson receive an education in core marketing topics.

## Associated Forms

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Select any associated Kuali course forms that exist

Select any associated Kuali program forms that exist

Document uploads

# Program Information

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## Degree Name

BBA Bus Admin - Bachelor of Business Administration

## Degree Type

Bachelor of Business Administration

## Program Type

Undergraduate

## Program Description

No Parent Selected

## Degree Hours

120

## Minimum Major Hours

## Degree Requirements

- Complete all of the following

### Phase I

- Complete all of the following
  - Complete the following:
    - ENGL1120 - Composition II (3)
    - ACCT2110 - Principles of Accounting I (3)
    - BCIS1110 - Fundamentals of Information Literacy and Systems (3)
    - ECON2110 - Macroeconomic Principles (3)
    - ECON2120 - Microeconomic Principles (3)
    - BUSA1110 - Introduction to Business (3)
    - **MATH1350 - Introduction to Statistics (3)**
  - Earn at least 3 credits from the following:
    - ~~MATH1350 - Introduction to Statistics (3)~~
    - ~~MATH1300 - Statistical Literacy (3)~~

### Phase II

- Complete all of the following
  - Earn at least 3 credits from the following:
    - ENGL2120 - Intermediate Composition (3)
    - ENGL2210 - Professional and Technical Communication (3)
  - Complete the following:
    - MATH1430 - Applications of Calculus I (3)
  - Earn at least 3 credits from the following:
    - PSYC1110 - Introduction to Psychology (3)
    - SOCI1110 - Introduction to Sociology (3)
  - Earn at least 3 credits from the following types of courses:  
**Upper-Division Humanities: an additional 3 credit hours at the 300-level or higher from: Africana Studies, American Studies, Chicana and Chicano Studies, Classics, Comparative Literature, English, History, Philosophy or Religious Studies.**

- Earn at least 4 credits from the following types of courses:  
Physical and Natural Sciences: 4 credit hours chosen from the General Education curriculum list.
- ~~Earn at least 3 credits from the following:~~
  - ~~PSYC1110 - Introduction to Psychology (3)~~
  - ~~SOCI1110 - Introduction to Sociology (3)~~
- Earn at least 3 credits from the following types of courses:  
Humanities: 3 credit hours chosen from the General Education curriculum list.
- ~~Earn at least 3 credits from the following types of courses:~~  
~~Upper Division Humanities: an additional 3 credit hours at the 300-level or higher from: Africana Studies, American Studies, Chicana and Chicano Studies, Classics, Comparative Literature, English, History, Philosophy or Religious Studies.~~
- Earn at least 3 credits from the following types of courses:  
Second Language: 3 credit hours chosen from the General Education curriculum list.
- Earn at least 3 credits from the following types of courses:  
Arts and Design: 3 credit hours chosen from the General Education curriculum list.

#### **Management Core**

- Complete the following:
  - ACCT2120 - Principles of Accounting II (3)
  - MGMT300 - Operations Management (3)
  - MGMT306 - Organizational Behavior and Diversity (3)
  - MGMT308 - Ethical, Political and Social Environment (3)
  - MGMT310 - Legal Issues for Managers (3)
  - MGMT322 - Marketing Management (3)
  - MGMT326 - Financial Management (3)
  - MGMT328 - International Management (3)
  - MGMT398 - Strategic Career Planning (3)
  - MGMT450 - Computer-Based Information Systems (3)
  - MGMT498 - Strategic Management (3)
- Earn at least ~~43~~ **41** credits from the following types of courses:  
Students ~~must~~**may complete**~~choose requirements for~~ a management concentration with additional free electives such that the concentration and free electives total a minimum of ~~43~~**41** credit hours. Students **who do not choose a management concentration may complete 12 credits in general management electives with additional free electives such that the general management electives and free electives total a minimum of 41 credit hours. As an alternative to free electives, students** are encouraged to complete a **second management concentration or complete** a minor outside of the Anderson School of Management**Management.**

**Grand Total Credits: 120**

## **Concentration Information**

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#### **Concentration Title**

Marketing Management

#### **Program Level**

Undergraduate

**Concentration Requirements**

- Complete all of the following
  - Complete the following:
    - MGMT480 - Consumer Behavior (3)
    - MGMT435 - Marketing Strategy (3)
    - MGMT481 - Marketing Research I (3)
  - Earn at least 9 credits from the following:
    - MGMT384 - Professional Selling (3)
    - MGMT410 - Marketing Lab (1 - 3)
    - MGMT411 - Social Media and Content Marketing (3)
    - ~~MGMT435 - Marketing Strategy (3)~~
    - MGMT436 - Business Analysis Tools (3)
    - ~~MGMT481 - Marketing Research I (3)~~
    - MGMT482 - Digital Marketing (3)
    - ~~MGMT483 - International Marketing (3)~~
    - MGMT484 - Advanced Sales (3)
    - ~~MGMT485 - Retailing Management (3)~~
    - MGMT486 - Logistics Systems Management (3)
    - MGMT487 - Promotion Management (3)
    - MGMT488 - Supply Chain Models and Analytics (3)

**Grand Total Credits: 18**

**Concentration Description**

Marketing an organization’s product or services includes planning and executing development, pricing, promotion, and distribution to create customer satisfaction. Students with a concentration in Marketing Management are prepared for a wide variety of careers in product management, marketing research, advertising, retailing, distribution, customer relations, sales and technology development.

**Registrar Office Only**

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<b>CM Concentration Code</b> CON Mktg Mgmt BBA	<b>Catalog</b> Main Campus	<b>Catalog Activation Date</b> 07/31/23
<b>Notes</b>		<b>BANP</b>
		<b>Concentration Code</b>