

CON Mktg Mgmt BBA Marketing Management

Under Review | Fall 2023

Proposal Information

Status Active	Workflow Status In Progress Faculty Senate, Faculty Senate Waiting for Approval Faculty Senate Approval Rick Holmes Nancy Middlebrook Changes <ul style="list-style-type: none">CatalogConcentration RequirementsDegree RequirementsProposed Effective Term and YearConcentration Justification Show All ▼	expand ▲
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Proposal Information

Proposed	Proposed	
Sponsoring faculty member ⓘ	Faculty email	
Lama Lteif	lamalteif@unm.edu	
Existing	Existing	
Sponsoring faculty member ⓘ	Faculty email	
College	Department	Campus
Anderson School of Management	Anderson School of Management	Main Campus

Effective Term and Year

Proposed
Proposed Effective Term and Year
Fall 2023

Existing
Proposed Effective Term and Year
Fall 2006

Justification

Proposed

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.

Existing

Concentration Justification

Associated Forms

Select any associated course forms that exist

Select any associated program forms that exist

Program Information

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)

Concentration Information

- Earn at least 3 credits from the following:

Concentration Title	▪ MATH1350 - Introduction to Statistics (3)
	▪ MATH1300 - Statistical Literacy (3)

Marketing Management

Phase II

- Complete all of the following
- Program Level**
 - Earn at least 3 credits from the following:
 - ENGL2120 - Intermediate Composition (3)
 - ENGL2210 - Professional and Technical Communication (3)

Undergraduate

Concentration Requirements

- Complete all of the following
 - Complete the following:
 - MATH1430 - Applications of Calculus I (3)
 - Complete the following:
 - Earn at least 4 credits from the following types of courses:
 - MGMT480 - Consumer Behavior (3)
 - MGMT435 - Marketing Strategy (3)
 - Earn at least 3 credits from the following types of courses:
 - MGMT481 - Marketing Research I (3)
 - Earn at least 3 credits from the following:
 - PSYC1110 - Introduction to Psychology (3)
 - SOCI1110 - Introduction to Sociology (3)
 - MGMT435 - Marketing Strategy (3)
 - Earn at least 3 credits from the following types of courses:
 - MGMT481 - Marketing Research I (3)
 - Earn at least 9 credits from the following:
 - Earn at least 3 credits from the following types of courses:
 - MGMT481 - Marketing Research I (3)
 - MGMT482 - Digital Marketing (3)
 - MGMT483 - Professional Selling (3)
 - MGMT484 - International Marketing (3)
 - MGMT485 - Retailing Management (3)
 - MGMT486 - Logistics Systems Management (3)
 - MGMT487 - Promotion Management (3)
 - MGMT488 - Supply Chain Models and Analytics (3)
 - MGMT489 - Ethical, Political and Social Environment (3)
 - Earn at least 3 credit hours at the 300-level or higher from: Africana Studies, American Studies, Chicana and Chicano Studies, Classics, Comparative Literature, English, History, Humanities, or Religious Studies
 - Earn at least 3 credit hours chosen from the General Education curriculum list.
 - Earn at least 12 credits from the following:
 - Earn at least 3 credits from the following types of courses:
 - MGMT435 - Marketing Strategy (3)
 - MGMT481 - Marketing Research I (3)
 - MGMT482 - Digital Marketing (3)
 - MGMT483 - Professional Selling (3)
 - MGMT484 - International Marketing (3)
 - MGMT485 - Retailing Management (3)
 - MGMT486 - Logistics Systems Management (3)
 - MGMT487 - Promotion Management (3)
 - MGMT488 - Supply Chain Models and Analytics (3)
 - MGMT489 - Ethical, Political and Social Environment (3)
 - Earn at least 3 credit hours chosen from the General Education curriculum list.

Management Core

- Complete the following:
 - MGMT485 - Retailing Management (3)
 - MGMT486 - Logistics Systems Management (3)
 - MGMT487 - Promotion Management (3)
 - MGMT488 - Supply Chain Models and Analytics (3)
 - MGMT489 - Ethical, Political and Social Environment (3)

- Other courses may be substituted with prior consent of the Marketing concentration faculty Advisor.
 - MGMT322 - Marketing Management (3)
 - MGMT326 - Financial Management (3)
 - MGMT328 - International Management (3)
 - MGMT398 - Career Management Skills (1)
 - MGMT450 - Computer-Based Information Systems (3)
 - MGMT498 - Strategic Management (3)

Grand Total Credits: 18

Proposed

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.

Grand Total Credits: 120

Existing

Concentration Description

Contact the department for more information about this concentration.