

# CON Mktg Mgmt BBA Marketing Management

Under Review | Fall 2023

## Proposal Information

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**Status**

Active

**Workflow Status**

In Progress

**Faculty Senate, Faculty Senate**

expand ▲

Waiting for Approval | Faculty Senate Approval

Rick Holmes

Nancy Middlebrook

**Changes**

- Catalog
- Concentration Requirements
- Degree Requirements
- Proposed Effective Term and Year
- Concentration Justification

Show All ▼

## Proposal Information

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Proposed

**Sponsoring faculty member** ⓘ

Lama Lteif

Proposed

**Faculty email**

lamalteif@unm.edu

Existing

**Sponsoring faculty member** ⓘ

Existing

**Faculty email**

**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 2023

Existing

**Proposed Effective Term and Year**

Fall 2006

## Justification

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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

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Select any associated course forms that exist

Select any associated program forms that exist

## 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)

## Concentration Information

Earn at least 3 credits from the following:

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- MATH1350 - Introduction to Statistics (3)
  - MATH1300 - Statistical Literacy (3)

**Concentration Title**  
Marketing Management  
**Phase II**

- Complete all of the following

**Program Level**

Undergraduate

- Earn at least 3 credits from the following:
  - ENGL2120 - Intermediate Composition (3)
  - ENGL2210 - Professional and Technical Communication (3)

**Concentration Requirements**

- Complete all of the following
  - Complete the following:
    - MATH1430 - Applications of Calculus I (3)
  - Earn at least 4 credits from the following types of courses:
    - MGMT480 - Consumer Behavior (3)
    - Physical and Natural Sciences: 4 credit hours chosen from the General Education curriculum list.
    - MGMT435 - Marketing Strategy (3)
    - Earn at least 3 credits from the following:
      - 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)
      - Humanities: 3 credit hours chosen from the General Education curriculum list.
  - Earn at least 9 credits from the following:
    - Earn at least 3 credits from the following types of courses:
      - MGMT484 - Professional Selling (3)
      - Earn at least 3 credit hours at the 300-level or higher from: Africana Studies, African Studies, Chicana and Chicano Studies, Classics, Comparative Literature, English, History, Latin American Studies, and Spanish.
      - MGMT485 - Retail Merchandising (3)
      - MGMT486 - Content Marketing (3)
      - Earn at least 3 credits from the following types of courses:
        - MGMT435 - Marketing Strategy (3)
        - Earn at least 3 credit hours chosen from the General Education curriculum list.
      - Earn at least 3 credits from the following types of courses:
        - MGMT481 - Marketing Research I (3)
        - Earn at least 3 credit hours chosen from the General Education curriculum list.
    - MGMT483 - International Marketing (3)
    - Complete the following:
      - MGMT485 - Retailing Management (3)
      - ACCT2120 - Principles of Accounting II (3)
      - MGMT496 - Logistics Systems Management (3)
      - MGMT497 - Promotion Management (3)
      - MGMT498 - Organizational Behavior and Diversity (3)
      - MGMT498 - Supply Chain, Models and Analytics (3)
      - MGMT498 - 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: 12U**

Existing

**Concentration Description**

Contact the department for more information about this concentration.