

Trinidad State Community College  
Bachelor of Business Administration Marketing

Articulation & Transfer Agreement  
between  
Trinidad State Junior College  
and  
New Mexico Highlands University

TSJC Business Administration (AA)				NMHU Business Administration-Marketing (BBA)			
General Education 39 credits							
Area I. Communications 9 -Credits							
ENG 111	English Composition 1		3	TSJC students who earn the AA Business Administration degree as prescribed in this document will be admitted to NMHU as Juniors in the Business Administration BBA degree program. Furthermore, the additional NMHU core curriculum requirements and minor requirement, if any, are waived.			
ENG 112	English Composition 2		3				
COMM 111 or COM 125	Public Speaking, or Interpersonal Communication		3				
Area II. Mathematics - 4 credits							
Mat 121	College Algebra		4	Upon completion of the requirements specified within this agreement, students will earn a TSJC AA degree in Business Administration and a NMHU BBA degree with a concentration in Marketing.			
Area III. Laboratory Sciences 8 - credits							
	Science w/Lab		4	Any deviation from this prescribed curriculum will require appropriate approval from TSJC and/or NMHU.			
	Science w/Lab		4				
Area IV. Social/Behavioral Sciences - 9 credits							
ECO	201 (required)		3	New Mexico Highlands University's minimum requirements include a total of 128 credit hours, of which 45 must be at the upper division (300-400) level. In addition, 32 credits must be earned at NMHU. The requirement that the last 16 credit hours be taken at NMHU is waived.			
ECO	202 (required)		3				
HIS	101, 102, 201, 202		3				
Area V. Humanities - 6 or 9 credits							
6 credits from 2 different areas				NMHU BBA-Marketing 45 Credits			
				FIN 340	Personal Finance		3
				FIN 341	Financial Management		3
ART	110, 111, 112		3	MGMT 325	Operations Research		3
MUS	120, 121, 122		3	MKTG 411	Marketing Research		3
THE	105		3	MGMT 489	Strategic Management		3
SPA	211, 212		3	MKTG 320	Professional Sales		3
LIT	201, 202, 211, 212		3	MKTG 415	Consumer Behavior		3
PHI	111		3	MKTG 446	Social Media		3
Area VI. Computers/ Technology - 3 credits				MKTG 451	Internet Marketing Strategies		3
CIS 115	Introduction to Computer Information Systems		3	MKTG 473	Advertising		3
Associate Degree Program Requirements- 23 Credits				MKTG 474	International Marketing		3
ACC 121	Principles of Acctg I		4	MKTG 484	Marketing Management		3
ACC 122	Principles of Acctg II		4	ELECTIVES	Choose Three Upper Div Courses		9
BUS 216	Legal Environment of Bus		3	Total NMHU Credits			
MAT 133 or BUS 226	Intro to Statistics or Business Statistics		3	Total TSJC AA Credits			
MAN 226	Prin. Of Mgmt		3	Electives (at any level) from either TSJC or NMHU*			
MAR 216	Prin. of Marketing		3	Total Degree Hours			
CIS 118	Intro to PC Applications		3	*Additional courses can be from either TSJC or NMHU but may not include remedial courses			
BBA Program Requirements-6 Credits							
BUS 217	Bus Comm and Report Writing		3				
MAT 112	Financial Math		3				
Signature/Date							
Trinidad State Junior College				New Mexico Highlands University			
Program Representative				Program Representative			
Dean				Dean			
VPAA				VPAA			

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