

Santa Fe Community College  
Bachelor of Business Administration Marketing



ARTICULATION TRANSFER MATRIX BETWEEN  
 SANTA FE COMMUNITY COLLEGE  
 AND  
 NEW MEXICO HIGHLANDS UNIVERSITY



SFCC AA Business Administration			NMHU BBA Business Administration/Marketing		
General Education - 37 Credits			<i>SFCC students who earn the Business Administration (AA) degree as prescribed in this document will be admitted to NMHU as Juniors in the Business Administration/Marketing (BBA) degree program. Furthermore, the additional NMHU core curriculum requirements and minor requirements, if any, are waived. Students are encouraged to complete the admissions process and begin taking NMHU courses once their sophomore status is achieved. Upon completion of the requirements specified within this agreement, students will have earned a SFCC AA degree in Business Administration and a NMHU BBA degree in Business Administration/Marketing. Any deviation from this prescribed agreement will require appropriate approval from SFCC and/or NMHU.</i>		
Area I. Communications - 9 credits					
ENGL 111	Composition and Rhetoric	3			
ENGL 216	Technical Writing	3			
SPCH 111 or SPC 225	Public Speaking or Small Group Communication	3			
Area II. Mathematics - 4 credits					
MATH 121	College Algebra	4			
Area III. Laboratory Science - 8 credits					
	Science w/Lab	8			
* Area IV. Social/Behavioral Sciences - 9 credits					
			Any Level Electives At Either SFCC Or NMHU		21
ECON 200	Principles of Economics - Macroeconomics	3	Remaining BBA Requirements		
ECON 201	Principles of Economics - Microeconomics	3	MKTG 302 or	Principles of Marketing or	3
BSAD 235	Human Relations in the Workplace	3	FIN 341	Financial Management I	
* Area V. Humanities and Fine Arts - 6 credits			FIN 340 or FIN 342	Personal Finance or Financial Management II	3
BSAD 270	Business Ethics	3	MGMT 325	Operational Research I	3
	Humanities or Fine Arts Requirement	3	MGMT 489	Strategic Management (Seniors)	3
Health and Wellness - 1 credit			MKTG 320	Professional Sales	3
	Any HPER Course	1	MKTG 415	Consumer Behavior	3
Core Requirements - 25 credits			MKTG 446	Social Media	3
ACCT 121	Principles of Accounting I	4	MKTG 451	Internet Marketing Strategies	3
ACCT 122	Principles of Accounting II	4	MKTG 473	Advertising	3
BSAD 211	Principles of Management	3	MKTG 474	International Marketing	3
BSAD 232	Business Law I	3	MKTG 484	Marketing Management	3
BSAD 240 or BSAD 245	Principles of Marketing or Principles of Finance	3		Marketing Electives	12
BSAD 260	Business Statistical Analysis and Lab	4		Upper Level Marketing Credits	45
OFTC 111	Business Software Essentials	4		SFCC AA Requirements	62
	<b>Total AA Credits</b>	<b>62</b>		Any Level Electives At Either SFCC Or NMHU	21
				<b>Total Credit Hours</b>	<b>128</b>
* 3 credits must meet the cultural perspective requirement * 3 credits must meet the sustainable living requirement			Note: NMHU Bachelor's Degrees Requires a Minimum of 45 Upper Division Credits		
Signatures/Date					
Santa Fe Community College			New Mexico Highlands University		
Department Chair			Department Chair		
Dean			Dean		
VPAA			VPAA		