

San Juan College

Bachelor of Business Administration Marketing

**BUSINESS ADMINISTRATION - BUSINESS ADMINISTRATION / MARKETING  
DUAL DEGREE GUARANTEED ADMISSION AGREEMENT**


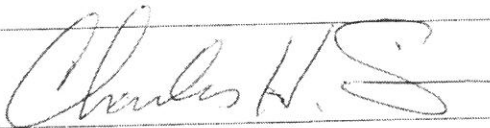
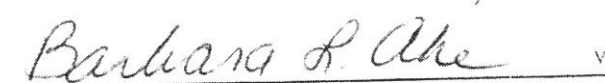
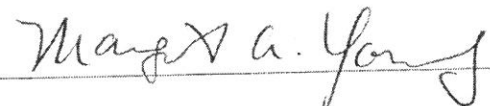
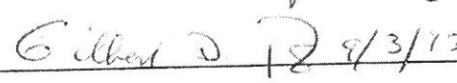
between  
**San Juan College (SJC)**  
and

**New Mexico Highlands University (NMHU)**

SJC BUSINESS ADMINISTRATION (AA)			NMHU BUSINESS ADMINISTRATION/MARKETING (BBA)		
General Education - 38 Credits			SJC students who earn the Bus. Admin. (AA) degree as prescribed in this document will be admitted to NMHU as Juniors in the Bus. Admin./Marketing (BBA) degree program. Furthermore, the additional NMHU core curriculum requirements and minor requirement, if any, are waived.		
Area I. Communications - 9 Credits					
ENGL 111	Freshman Composition	3			
ENGL 218	Advanced Technical Composition	3			
COMM 110, 111	Public Speaking or Interpersonal Communication	3			
Area II. Mathematics - 3 Credits					
MATH 160	College Algebra	3			
Area III. Lab Science - 8 Credits					
	Approved Lab Science Course #1	4			
	Approved Lab Science Course #2	4			
Area IV. Social/Behavioral Sciences - 6-9 Credits			NMHU BBA / Marketing - 45 Credits		
ECON 251	Principles of Macroeconomics	3	FIN 340	Personal Finance	3
ECON 252	Principles of Microeconomics	3	FIN 341	Financial Management	3
Elective	PSY 120, POLS 110/250, SOCI 110/215, ANTH 110/210/256	3	MGMT 325	Operations Research	3
Area V. Humanities and Fine Arts - 6-9 Credits			MKTG 411	Marketing Research	3
Elective	Choose from Humanities	3-6	MKTG 489	Strategic Management	3
Elective	Choose from Fine Arts	3-6	MKTG 446	Social Media	3
Other SJC General Education Requirement - 3 Credits			MKTG 451	Internet Marketing Strategies	3
Elective	Choose from Social/Behavioral Science or Fine Arts	3	MKTG 320	Professional Sales	3
Additional AA Degree Program Requirements - 23 Credits			MKTG 473	Advertising	3
ACCT 201	Fundamentals of Accounting I	4	MKTG 415	Consumer Behavior	3
ACCT 202	Fundamentals of Accounting II	4	MKTG 474	International Marketing	3
BLAW 230	Business Law	3	MKTG 484	Marketing Management	3
COSC 125	Business Microcomputer Applications	3	Electives	Upper Division 300/400 Electives	9
MATH 251, BADM 212	Statistics or Business Statistics	3	<b>SJC Total AA Requirements</b>		
BADM 233	Principles of Management	3	<b>NMHU BBA Requirements</b>		
BADM 242	Principles of Marketing	3	<b>NMHU BBA / Marketing Requirements</b>		
NMHU BBA Program Requirements - 3 Credits			<b>Electives (at any level) from either SJC or NMHU</b>		
BLAW 231	Business Law II	3	<b>Overall SJC (AA) / NMHU (BBA) Degree Requirements</b>		
			<b>128</b>		

**SIGNATURES / DATE**

This agreement shall be subject to revision, modification, or renewal by mutual arrangement on an as needed basis. Either party may terminate the agreement by written notice submitted at least 90 days in advance of the next academic semester. Termination shall not affect students already engaged in the exchange.

San Juan College		New Mexico Highlands University	
	Program Representative		Program Representative
	VP for Learning		Dean
			VPAA