

B.S. IN BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING AND MANAGEMENT (BUBKM.BS)

Code	Title	Credits
Major Requirements/Business (33 credits)		
BA-251	Accounting I	3
BE-201	Microeconomics (BE-201 or BE-202 satisfies Social Science Survey (SS.SV) in General Education)	3
BE-202	Macroeconomics (BE-201 or BE-202 satisfies Social Science Survey (SS.SV) in General Education)	3
BF-301	Principles of Finance	3
BL-201	Legal Environment of Business I	3
BK-250	Principles of Marketing	3
BM-250	Principles of Management and Organizational Behavior	3
BE-251	Business Statistics	3
BM-327	Ethics, Diversity, and Social Responsibility	3
BM-350	Operations Management	3
BM-490	Strategic Management	3
Concentration Requirements/Marketing & Management (39 credits)		
BK-301	Marketing Research	3
BK-304	Consumer Behavior	3
BK-311	Principles of Advertising	3
BK-459	Managerial Marketing	3
BM-311	Management Data Analytics	3
BM-404	Human Resources Management	3
BM-471 or BK-453	Global Management International Marketing	3
BM-402 or BM-408	Business Modeling and Analysis Logistics and Supply Management	3
BM-451	Entrepreneurship	3
Select 6 credits in Management (BM) at the 300-level or higher		6
Select 6 credits in Marketing (BK) at the 300-level or higher		6
Interdisciplinary Requirements (6 credits)		
MA-117	Quantitative Analysis for Business I (Satisfies Mathematics in General Education)	3
IT-150	Information Technology for Business (Satisfies Technological Literacy (TL) in General Education)	3
Free Electives (9 credits) ¹		
Select up to 9 free elective credits. ¹		9
General Education Requirements (33 credits) ²		

Complete 33 credits as outlined on the General Education table.²

Total Credits 120

¹ Please consult with your advisor regarding the required number of free electives that must be completed.

² The General Education curriculum requires the completion of 45 credits. However, students may be able to share credits from within their major or interdisciplinary requirements. Please consult with your advisor to determine which General Education (<https://catalog.monmouth.edu/undergraduate-catalog/academic-programs-support-services-regulations/general-education-requirements/>) courses must be completed.

Notes

- 54 credits must be completed at the 200 level or higher.
- Business majors are required to complete at least 50% of their major and concentration requirements at Monmouth University.

Sequence Chart

First Year			
Fall	Credits	Spring	Credits
EN-101 College Composition I	3	EN-102 College Composition II	3
IT-150 Information Technology for Business	3	MA-117 Quantitative Analysis for Business I (Gen*Ed Mathematics)	3
Gen*Ed Historical Perspectives (HS.SV)	3	Gen*Ed Aesthetics (AT) AR,DA,MU,TH	3
Gen*Ed Natural Science (NS) BY,CE,PH,SC,GL	3	Gen*Ed Natural Science (NS) BY,CE,PH,SC,GL	3
FO-xxx World Language	3	Free Elective	3
Semester Credits	15	Semester Credits	15
Second Year			
Fall	Credits	Spring	Credits
BA-251 Accounting I	3	RD, Reasoned Oral Discourse class	3
BK-250 Principles of Marketing	3	BL-201 Legal Environment of Business I	3
BE-201 Microeconomics (Gen*Ed Social Science Survey (SS.SV))	3	BE-202 Macroeconomics	3
BM-250 Principles of Management and Organizational Behavior	3	BK-304 Consumer Behavior	3
EN-2xx Gen*Ed Literature (LIT)	3	BE-251 Business Statistics	3
Semester Credits	15	Semester Credits	15
Third Year			
Fall	Credits	Spring	Credits
BF-301 Principles of Finance	3	BM-350 Operations Management	3
BK-301 Marketing Research	3	BM-311 Management Data Analytics	3
BM-404 Human Resources Management	3	BM-327 Ethics, Diversity, and Social Responsibility	3
BK-311 Principles of Advertising	3	BM 402 or BM 408	3
CD/GU (Gen*Ed)	3	BK-300+ Marketing Elective	3
Semester Credits	15	Semester Credits	15
Fourth Year			
Fall	Credits	Spring	Credits
BM-451 Entrepreneurship	3	BM-490 Strategic Management (Gen*Ed Experiential Education (ExEd))	3
BK-459 Managerial Marketing	3	PR-4xx Gen*Ed Interdisciplinary Perspectives	3

BM-300+ Management Elective	3 Free Elective	3
Select one: BM-471 or BK-453	3 BM-300+ Management Elective	3
Free Elective	3 BK-300+ Marketing Elective	3
Semester Credits	15 Semester Credits	15
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Total Credits	120	