

B.S. IN BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING (BUBK.BS)

| Code | Title | Credits |
|--|--|------------|
| Major Requirements/Business (33 credits) | | |
| BA-251 | Accounting I | 3 |
| BE-201 | Microeconomics | 3 |
| <i>(BE-201 or BE-202 satisfies Social Science Survey (SS.SV) in General Education)</i> | | |
| BE-202 | Macroeconomics | 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 (30 credits) | | |
| BK-301 | Marketing Research | 3 |
| BK-304 | Consumer Behavior | 3 |
| BK-311 | Principles of Advertising | 3 |
| BK-453 | International Marketing | 3 |
| BK-459 | Managerial Marketing | 3 |
| BK-406 | Marketing Analytics | 3 |
| CO-225 | Business and Professional Communication | 3 |
| <i>(Satisfies Reasoned Oral Discourse (RD) in General Education)</i> | | |
| Select 9 credits in Marketing (BK) at the 300-level or higher | | 9 |
| Interdisciplinary Requirements (6 credits) | | |
| MA-117 | Quantitative Analysis for Business I | 3 |
| <i>(Satisfies Mathematics in General Education)</i> | | |
| IT-150 | Information Technology for Business | 3 |
| <i>(Satisfies Technological Literacy (TL) in General Education)</i> | | |
| Free Electives (21 credits)¹ | | |
| Complete up to 21 credits of free electives. ¹ | | 21 |
| General Education Requirements (30 credits)² | | |
| Complete 30 credits as outlined on the General Education table. ² | | 30 |
| Total Credits | | 120 |

determine which General Education (<http://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 (Gen*Ed Technological Literacy (TL)) | 3 | MA-117 Quantitative Analysis for Business I | 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 Gen*Ed World Language | 3 | Free Elective | 3 |
| Semester Credits | | 15 Semester Credits | 15 |
| Second Year | | | |
| Fall | Credits | Spring | Credits |
| BA-251 Accounting I | 3 | CO-225 Business and Professional Communication | 3 |
| BK-250 Principles of Marketing | 3 | (RD, Reasoned Oral Discourse class) | |
| BE-201 Microeconomics (Gen*Ed Social Science Survey (SS.SV)) | 3 | BL-201 Legal Environment of Business I | 3 |
| BM-250 Principles of Management and Organizational Behavior | 3 | BE-202 Macroeconomics | 3 |
| EN-2xx Gen*Ed Literature (LIT) | 3 | BK-304 Consumer Behavior | 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 | BK-406 Marketing Analytics | 3 |
| BK-311 Principles of Advertising | 3 | Gen*Ed Cultural Diversity (CD) or Global Understanding (GU) | 3 |
| BK-300+ Marketing Elective | 3 | BK-300+ Marketing Elective | 3 |
| Free Elective | 3 | Free Elective | 3 |
| Semester Credits | | 15 Semester Credits | 15 |
| Fourth Year | | | |
| Fall | Credits | Spring | Credits |
| BM-327 Ethics, Diversity, and Social Responsibility (Gen*Ed Writing Intensive (WT)) | 3 | BK-459 Managerial Marketing | 3 |
| BK-453 International Marketing (Gen*Ed Writing Intensive (WT)) | 3 | BM-490 Strategic Management | 3 |
| BK-300+ Marketing Elective | 6 | PR-4xx Gen*Ed Interdisciplinary Perspectives (ISP) | 3 |
| Free Elective | 3 | Free Electives | 6 |
| Semester Credits | | 15 Semester Credits | 15 |
| Total Credits | | 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