

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 (<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 (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 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