R REQUIREMENTS/BUSINE	ESS: 42 Credits	Credits
	BA-251: Principles of Financial Accounting	3
	BA-252: Principles of Managerial Accounting	3
	BE-201: Microeconomics	3
	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 & Organizational Behavior	3
	BM-311: Management Information Systems BE-251: Business Statistics	3
	BE/BF-304: Money, Credit, and Financial Institutions	3
	BM-327: Ethics, Diversity, and Social Responsibility	3
	BM-350: Operations Management	3
	BM-490: Strategic Management	3
	DM 400. Otrategie Management	
ENTRATION REQUIREMEN	ITS/MARKETING: 21 Credits	Credits
	BK-401: Marketing Research	3
	BK-404: Consumer Behavior	3
	BK-411: Principles of Advertising	3
	BK-453: International Marketing	3
	BK-459: Managerial Marketing	3
6 credits in Marketing	BK-300+:	3
300-level or higher	BK-300+:	3
DISCIPLINARY REQUIREMENTS: 15 Credits		Credits
	MA-117: Quantitative Analysis for Business I	3
	MA-117: Quantitative Analysis for Business I	
	IT-150: Information Technology for Business	3
	IT-150: Information Technology for Business CO-225: Business and Professional Communication	3
	IT-150: Information Technology for Business	3 3 3 3
	IT-150: Information Technology for Business CO-225: Business and Professional Communication	3 3 3
	IT-150: Information Technology for Business CO-225: Business and Professional Communication HS-310: Business and Economic Development of the United States	3 3 3
*0	IT-150: Information Technology for Business CO-225: Business and Professional Communication HS-310: Business and Economic Development of the United States PS-101: Introduction to Political Science: Power and Globalization	3 3 3
*O! *O!	IT-150: Information Technology for Business CO-225: Business and Professional Communication HS-310: Business and Economic Development of the United States PS-101: Introduction to Political Science: Power and Globalization R* PS-103: American National Government	3
*O! *O!	IT-150: Information Technology for Business CO-225: Business and Professional Communication HS-310: Business and Economic Development of the United States PS-101: Introduction to Political Science: Power and Globalization R* PS-103: American National Government R* SO-101: Introduction to Sociology	3 3 3
*0  *0  *0	IT-150: Information Technology for Business CO-225: Business and Professional Communication HS-310: Business and Economic Development of the United States PS-101: Introduction to Political Science: Power and Globalization R* PS-103: American National Government R* SO-101: Introduction to Sociology	33 33 3 Credits
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*0  *0  *0	IT-150: Information Technology for Business CO-225: Business and Professional Communication HS-310: Business and Economic Development of the United States PS-101: Introduction to Political Science: Power and Globalization R* PS-103: American National Government R* SO-101: Introduction to Sociology	33 33 3 Credits
*0  *0  *0	IT-150: Information Technology for Business CO-225: Business and Professional Communication HS-310: Business and Economic Development of the United States PS-101: Introduction to Political Science: Power and Globalization R* PS-103: American National Government R* SO-101: Introduction to Sociology	3 3 3 3 <b>Credits</b>
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*0  *0  *0	IT-150: Information Technology for Business CO-225: Business and Professional Communication HS-310: Business and Economic Development of the United States PS-101: Introduction to Political Science: Power and Globalization R* PS-103: American National Government R* SO-101: Introduction to Sociology	3 3 3 3 <b>Credits</b>

## Bachelor of Science in Business Administration with a Concentration in Marketing

GENERAL EDUCATION REQUIREMENTS: 33 Credits		
First Year Seminar	FY-101: First Year Seminar	3.0
Reading and Writing	EN-101: College Composition I EN-102: College Composition II	3.0 3.0
Mathematics	Fulfilled in Interdisciplinary Requirements with MA-117	0.0
Natural Sciences	6 Credits from subjects BY, CE, GL, PH, or SC	6.0
Literature	3 Credits from courses designated with Course*Type: LIT	3.0
Aesthetics and Creativity	3 Credits from Art, Music, Theatre, or Dance	3.0
Technological Literacy	Fulfilled in Interdisciplinary Requirements with IT-150	0.0
Reasoned Oral Discourse	Fulfilled in Interdisciplinary Requirements with CO-225	0.0
Historical Perspective	3 Credits from courses designated with Course*Type: HS.SV	3.0
Social Science	Fulfilled in Interdisciplinary Requirements with PS-101 or PS-103 or PY-103 or with SO-101	0.0
Historical Perspective/Social Sciences	Fulfilled in Major Requirements with BE-201 or with BE-202	0.0
Interdisciplinary Perspectives	3 Credits from courses designated with Course*Type: ISP	3.0
Cultural Diversity and Global Understanding or Foreign Language	3 Credits from courses designated with Course*Type: CD and 3 Credits from courses designated with Course*Type: GU or 6 Credits from the SAME foreign language	6.0
Experiential Education	One course designated with Course*Type: EX	0.0
Writing Intensive	Two courses from Business (BA, BE, BF, BK, BM, BL, BR) designated with Course*Type: WT	0.0 0.0

Minimum Credits For Bachelor of Science in Business Administration with a Concentration in Marketing = 128.0

## NOTES:

<sup>\* 58</sup> credits must be completed at the 200 level or higher.

<sup>\*\*</sup> Business majors are required to complete at least 50% of their major and concentration requirements at Monmouth University.