Bachelor of Science in Business Administration with a Concentration in Marketing			
MAJOR REQUIREMENTS/BUSINESS: 42 Credits			
	BA-251: Principles of Financial Accounting BA-252: Principles of Managerial Accounting BE-201: Microeconomics BE-202: Macroeconomics BF-301: Principles of Finance BL-201: Legal Environment of Business I	3.0 3.0 3.0 3.0 3.0 3.0	
	BK-250: Principles of Marketing BM-250: Principles of Management & Organizational Behavior BM-311: Management Information Systems BE-251: Business Statistics BE/BF-304: Money, Credit, and Financial Institutions BM-327: Ethics, Diversity, and Social Responsibility BM-350: Operations Management BM-490: Strategic Management	3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0	
CONCENTRATION REQUIREM	ENTS/MARKETING: 21 Credits	Credits	
	BK-401: Marketing Research BK-404: Consumer Behavior BK-411: Principles of Advertising BK-453: International Marketing BK-459: Managerial Marketing	3.0 3.0 3.0 3.0 3.0	
6 credits in Marketing 300-level or higher	BK-300+:	3.0 3.0	
INTERDISCIPLINARY REQUIREMENTS: 15 Credits		Credits	
	MA-117: Quantitative Analysis for Business I 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 *OR* PS-103: American National Government *OR* SO-101: Introduction to Sociology	3.0 3.0 3.0 3.0 3.0	
	*OR* PY-103: Introduction to Psychology		
FREE ELECTIVES: 17 Credits		Credits	
		17.0	

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

GENERAL EDUCATION REQUIREMENTS: 33 Credits			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.