

Bachelor of Science in Business Administration with a Concentration in Marketing		
MAJOR REQUIREMENTS/BUSINESS: 42 Credits		Credits
	BA251: Principles of Financial Accounting BA252: Principles of Managerial Accounting BE201: Microeconomics BE202: Macroeconomics BF301: Principles of Finance BL201: Legal Environment of Business I BK250: Principles of Marketing BM250: Management & Organizational Behavior BE251: Managerial Statistics BE/BF304: Money, Credit and Fin. Mkt. BM311: Management Information Systems or BA430: Accounting Information Systems BM327: Ethics, Diversity, and Social Responsibility in Business BM350: Operations Management BM490: Strategic Management	3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0
CONCENTRATION REQUIREMENTS/MARKETING: 15 Credits		Credits
	BK401: Marketing Research BK459: Managerial Marketing _____: Global/International Business Course From among: BA425, BF421, BE403, BK453, or BM471 BK300+: _____ BK300+: _____	3.0 3.0 3.0 3.0 3.0 3.0
REQUIREMENTS OUTSIDE MAJOR: 18 Credits		Credits
	MA117: Quantitative Analysis for Business I MA118: Quantitative Analysis for Business II IT150: Information Technology CO225: Business and Professional Communication HS310: Business History PS101: Introduction to Political Science or PS103: American National Government or SO101: Introduction to Sociology or PY103: Introduction to Psychology	3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0
FREE ELECTIVES: 20 Credits		Credits
	_____ _____ _____	20.0

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GENERAL EDUCATION REQUIREMENTS: 33 Credits		Credits
FY-101	First Year Seminar	3.0
Reading and Writing	EN101: College Composition I	3.0
	EN102: College Composition II	3.0
Mathematics	Fulfilled in Requirements Outside Major with MA117 or MA118	0.0
Natural Sciences	6 Credits from subjects BY, CE, 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 Requirements Outside Major with IT150	0.0
Reasoned Oral Discourse	Fulfilled in Requirements Outside Major with CO225	0.0
Historical Perspective	3 Credits from courses designated with Course*Type: HS.SV	3.0
Social Science	Fulfilled in Outside Major Requirements with PS101 or PS103 or PY103 or SO101	0.0
Historical Perspective/Social Sciences	Fulfilled in Major Requirements with BE201 or BE202	0.0
Interdisciplinary Perspectives	3 Credits from courses designated with Course*Type: ISP	3.0
Cultural Diversity/Global Understanding	3 Credits from courses designated with Course*Type: CD	6.0
	3 Credits from courses designated with Course*Type: GU	
	or 6 Credits from the SAME foreign language	
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

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

NOTES:

* 58 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.