

Bachelor of Science in Business Administration with a Concentration in Marketing	
MAJOR REQUIREMENTS/BUSINESS: 42 Credits	Credits
BA251: Principles of Financial Accounting	3.0
BA252: Principles of Managerial Accounting	3.0
BE201: Microeconomics	3.0
BE202: Macroeconomics	3.0
BF301: Principles of Finance	3.0
BL201: Legal Environment of Business I	3.0
BK250: Principles of Marketing	3.0
BM250: Principles of Management & Organizational Behavior	3.0
BE251: Business Statistics	3.0
BE/BF304: Money, Credit, and Financial Institutions	3.0
BM311: Management Information Systems	3.0
or BA430: Accounting Information Systems	3.0
BM327: Ethics, Diversity, and Social Responsibility	3.0
BM350: Operations Management	3.0
BM490: Strategic Management	3.0
CONCENTRATION REQUIREMENTS/MARKETING: 21 Credits	Credits
BK401: Marketing Research	3.0
BK404: Consumer Behavior	3.0
BK411: Principles of Advertising	3.0
BK453: International Marketing	3.0
BK459: Managerial Marketing	3.0
Electives:	
BK300+: _____ *	3.0
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<i>*(Cannot use Co-Op or Internship Courses to Fulfill Electives)</i>	
REQUIREMENTS OUTSIDE MAJOR: 15 Credits.	Credits
MA117: Quantitative Analysis for Business I	3.0
IT150: Information Technology	3.0
CO225: Business and Professional Communication	3.0
HS310: Business and Economic Development of the United States	3.0
PS101: Introduction to Political Science	
or PS103: American National Government	
or SO101: Introduction to Sociology	
or PY103: Introduction to Psychology	3.0
FREE ELECTIVES: 17 Credits	Credits
_____	17.0

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GENERAL EDUCATION REQUIREMENTS: 33 Credits		Credits
First Year Seminar	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	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 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 and Global Understanding or Foreign Language	3 Credits from courses designated with Course*Type: CD	6.0
	and 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)	0.0
	designated with Course*Type: WT	0.0

Minimum 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.