

MONMOUTH UNIVERSITY

Office of the Registrar

2014*2015 Sequence Chart

BUBK14.GE14

**B.S. IN BUSINESS ADMINISTRATION WITH A
CONCENTRATION IN MARKETING**

SEMESTER 1

COURSE CODE	GEN*ED REQ'MT	COURSE* TYPE	TITLE	CRS.
EN101	YES		COLLEGE COMPOSITION 1	3.0
HSxxx	YES	HS.SV	GEN*ED HISTORICAL PERSP.	3.0
BY,CE,SC, PH or GL	YES		GEN*ED NATURAL SCIENCE	3.0
FY101	YES		FIRST YEAR SEMINAR	3.0
IT150	YES	TL	INFO TECH FOR BUSINESS	3.0
TOTAL CREDITS				15.0

SEMESTER 2

COURSE CODE	GEN*ED REQ'MT	COURSE* TYPE	TITLE	CRS.
EN102	YES		COLLEGE COMPOSITION 2	3.0
AR,MU,TH or DA101	YES	AT	GEN*ED AESTHETICS	3.0
BY,CE,SC, PH or GL	YES		GEN*ED NATURAL SCIENCE	3.0
SO101,PY103 PS101 or PS103			SEE CURR. CHART OR DEGREE AUD.	3.0
MA117	YES		QUANT. ANAL. FOR BUS. I	3.0
TOTAL CREDITS				15.0

SEMESTER 3

COURSE CODE	GEN*ED REQ'MT	COURSE* TYPE	TITLE	CRS.
CO225	YES	RD	ORAL COMM. IN BUSINESS	3.0
BA251			FINANCIAL ACCOUNTING	3.0
BK250			PRINCIPLES OF MARKETING	3.0
BE201	YES	SS.SV	MACROECONOMICS	3.0
BM250			MANAGEMENT AND ORG. BEH.	3.0
ENxxx	YES	LIT	GEN*ED LITERATURE	3.0
TOTAL CREDITS				18.0

SEMESTER 4

COURSE CODE	GEN*ED REQ'MT	COURSE* TYPE	TITLE	CRS.
HS310			U.S. BUSINESS HISTORY	3.0
BA252			MANAGERIAL ACCOUNTING	3.0
BK300+			MARKETING ELECTIVE	3.0
BL201			LEGAL ENVIRON. OF BUS. I	3.0
BE251			BUSINESS STATISTICS	3.0
BE202	YES	SS.SV	MICROECONOMICS	3.0
TOTAL CREDITS				18.0

SEE CURRICULUM CHART or DEGREE AUDIT FOR COMPLETE TITLE OF ALL COURSES. BE CERTAIN TO CONSULT WITH YOUR ADVISOR.

SEE WEBadvisor "SECTIONS OFFERED BY TERM" FOR COMPLETE LISTING OF COURSES WITH ASSOCIATED COURSE*TYPES.

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COURSE CODE	GEN*ED REQ'MT	COURSE* TYPE	TITLE	CRS.
BK401			MARKETING RESEARCH	3.0
BF301			PRINCIPLES OF FINANCE	3.0
xxx	YES	CD	CULTURAL DIVERSITY	3.0
BM311			MANAGEMENT INFO SYSTEMS	3.0
xxx			FREE ELECTIVE	3.0
BK411			PRINCIPLES OF ADVERTISING	3.0
TOTAL CREDITS				18.0

SEMESTER 6

COURSE CODE	GEN*ED REQ'MT	COURSE* TYPE	TITLE	CRS.
BM350			OPERATIONS MANAGEMENT	3.0
BK404			CONSUMER BEHAVIOR	3.0
xxx	YES	GU	GEN*ED GLOBAL UNDERSTAND.	3.0
BF/BE304			MONEY, CREDIT & FIN. MARKETS	3.0
xxx			FREE ELECTIVE	3.0
			CONSUMER BEHAVIOR	
TOTAL CREDITS				15.0

SEMESTER 7

COURSE CODE	GEN*ED REQ'MT	COURSE* TYPE	TITLE	CRS.
BM327	YES	WT	ETHICS, DIV., AND SOC. RESP.	3.0
BK300+			MARKETING ELECTIVE	3.0
BK453	YES	WT	INTERNATIONAL MARKETING	3.0
xxx			FREE ELECTIVE	3.0
xxx			FREE ELECTIVE	3.0
TOTAL CREDITS				15.0

SEMESTER 8

COURSE CODE	GEN*ED REQ'MT	COURSE* TYPE	TITLE	CRS.
xxx	YES	ISP	GEN*ED INTERDIS. PERSP.	3.0
BK459			MANAGERIAL MARKETING	3.0
BM490	YES	EX	STRATEGIC MANAGEMENT	3.0
xxx			FREE ELECTIVE	3.0
xxx			FREE ELECTIVE	2.0
TOTAL CREDITS				14.0