

<b>Bachelor of Science in Business Administration with a Concentration in Marketing</b>	
<b>MAJOR REQUIREMENTS/BUSINESS: 42 Credits</b>	
	<b>Credits</b>
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: Principles of Management & Organizational Behavior BE251: Business Statistics BE/BF304: Money, Credit, and Financial Institutions BM327: Ethics, Diversity, and Social Responsibility BM350: Operations Management BM490: Strategic Management  BM311: Management Information Systems or BA430: Accounting Information Systems	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
<b>CONCENTRATION REQUIREMENTS/MARKETING: 21 Credits</b>	
	<b>Credits</b>
BK401: Marketing Research BK404: Consumer Behavior BK411: Principles of Advertising BK453: International Marketing BK459: Managerial Marketing  <b>6 credits in Marketing</b> <b>300-level or higher</b>	3.0 3.0 3.0 3.0 3.0 3.0 3.0
<b>REQUIREMENTS OUTSIDE MAJOR: 15 Credits.</b>	
	<b>Credits</b>
MA117: Quantitative Analysis for Business I IT150: Information Technology for Business CO225: Business and Professional Communication HS310: Business and Economic Development of the United States  PS101: Introduction to Political Science: Power and Globalization 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
<b>FREE ELECTIVES: 17 Credits</b>	
	<b>Credits</b>
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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 with PY103 or with SO101	0.0
Historical Perspective/Social Sciences	Fulfilled in Major Requirements with BE201 or with 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
	<b>and</b> 3 Credits from courses designated with Course*Type: GU <b>or</b> 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.