

<b>B.S. in Business Administration with a Concentration in Marketing</b>		
<b>MAJOR REQUIREMENTS/BUSINESS: 39 Credits</b>		<b>Credits</b>
	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: Management & Organizational Behavior	3.0
	BE251: Managerial Statistics	3.0
	BM311: Management Information Systems	
	or BA430: Accounting Information Systems	3.0
	BM327: Ethics, Diversity, and Social Responsibility in Business	3.0
	BM350: Operations Management	3.0
	BM490: Strategic Management	3.0
<b>CONCENTRATION REQUIREMENTS/MARKETING: 15 Credits</b>		<b>Credits</b>
	BK401: Marketing Research	3.0
	BK300+: _____	3.0
	BK300+: _____	3.0
	BK459: Managerial Marketing	3.0
	_____: Global/International Business Course	3.0
	From among: BA425, BF421, BE403, BK453, or BM471	
<b>REQUIREMENTS OUTSIDE MAJOR: 15 Credits</b>		<b>Credits</b>
	MA117: Quantitative Analysis for Business I	3.0
	MA118: Quantitative Analysis for Business II	3.0
	CO225: Business and Professional Communication	3.0
	PS101: Introduction to Political Science	
	or PS103: American National Government	3.0
	SO101: Introduction to Sociology	
	or PY103: Introduction to Psychology	3.0
<b>FREE ELECTIVES: 17 Credits</b>		<b>Credits</b>
	_____	17.0
	_____	
	_____	
	_____	
	_____	
	_____	

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GENERAL EDUCATION REQUIREMENTS: 42 Credits		Credits
English	EN101: College English I	3.0
	EN102: College English II	3.0
Literature	EN201: Literature I	3.0
	EN202: Literature II	3.0
History	HS101: Western Civilization In World Perspective I	3.0
	HS102: Western Civilization In World Perspective II	3.0
Information Technology	IT100: Information Technology	3.0
Critical Discourse	HU201: Critical Discourse	3.0
Science	SC100: Discovery & Thinking in Natural Science	3.0
Three (3) credits chosen from:	BY101: Issues & Methods of Biology	
	or CE101: Issues & Methods of Chemistry	
	or PH101: Issues & Methods of Physics	3.0
Mathematics	Fulfilled in Requirements Outside Major	0.0
Social Science	Fulfilled in Requirements Outside Major	0.0
Aesthetics	AR101: Art Appreciation	3.0
	or MU101: Music Appreciation	
	or TH101: Theater Appreciation	
	or DA101: Dance Appreciation	
Cross Cultural	Two courses from the set of approved courses	3.0
	or 6 credits in the same foreign language	3.0
Perspectives	PRxxx	3.0
Experiential Education	EX001	0.0
Demonstration of Writing Proficiency	WP001	0.0
Writing Intensive Requirement	Two courses as specified by the department in which the major is housed.	0.0
		0.0

**TOTAL CREDITS FOR B.S. 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.