B.S. IN BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING AND INTERNATIONAL BUSINESS (BUBKI.BS)

Code	Title	Credits
Major Requirements (33 credits)		
BA-251	Accounting I	3
BE-201	Microeconomics	3
BE-202	Macroeconomics	3
(BE-201 or BE-202 satisfies Social Science Survey (SS.SV) in General Education)		
BF-301	Principles of Finance	3
BL-201	Legal Environment of Business I	3
BK-250	Principles of Marketing	3
BM-250	Principles of Management and Organizational Behavior	3
BE-251	Business Statistics	3
BM-327	Ethics, Diversity, and Social Responsibility	3
BM-350	Operations Management	3
BM-490	Strategic Management [1]	3
Concentration Requirements/Marketing & International Business (48 credits)		
BK-301	Marketing Research	3
BK-304	Consumer Behavior	3
BK-311	Principles of Advertising	3
BK-406	Marketing Analytics	3
BK-459	Managerial Marketing	3
CO-225	Business and Professional Communication	3
BK-453	International Marketing	3
Take 6 credits of Marketing Elective (BK.EL)		6
Take 9 credits of the following courses (BE-403, BF-421, BI-419, BM-471)		9
Take 6 credits of International Business Elective (BI.EL)		6
Take 6 credits of the same Foreign Language		6
(Satisfies the World Language (WL) General Education Requirement)		
Interdisciplinary Requirements (6 credits)		
MA-117	Quantitative Analysis for Business I	3
(Satisfies Mathematics (MA) in General Education)		
IT-150	Information Technology for Business	3
(Satisfies Technological Literacy (TL) in General Education)		
Free Electives (9 credits) [2]		
Complete up to 9 free elective credits. [2]		9
General Education Requirements (24 credits) [3]		
Complete 24 credits as outlined on the General Education table. [3]		24
Total Credits		**120**

1 Requires prior completion of LC-011: Professional Development.

2 *Please consult with your advisor regarding the required number of free electives that must be completed.*

3 *The General Education curriculum requires the completion of 45 credits. However, students may be able to share credits from within their major or interdisciplinary requirements. Please consult with your advisor to determine which* General Education *(*https://catalog.monmouth.edu/undergraduate-catalog/academic-programs-support-services-regulations/general-education-requirements/*) courses must be completed.*

Notes

- 54 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.

Freshman

Fall	Credits	Spring	Credits
IT-150 Information Technology for Business	3	BA-251 Accounting I	3
EN-101 College Composition I	3	BE-201 Microeconomics	3
Gen*Ed Natural Science (NS)	3	BK-250 Principles of Marketing	3
Gen*Ed Aesthetics (AT)	3	MA-117 Quantitative Analysis for Business I	3
Gen*Ed History (HS)	3	EN-102 College Composition II	3
Semester Credits	**15**	**Semester Credits**	**15**

Sophomore

Fall	Credits	Spring	Credits
BE-202 Macroeconomics	3	BL-201 Legal Environment of Business I	3
BE-251 Business Statistics	3	BM-250 Principles of Management and Organizational Behavior	3
BK-304 Consumer Behavior	3	BF-301 Principles of Finance	3
Gen*Ed Natural Science (NS)	3	Free Elective	3
Free Elective	3	BK-301 Marketing Research	3
Semester Credits	**15**	**Semester Credits**	**15**

Junior

Fall	Credits	Spring	Credits
BM-327 Ethics, Diversity, and Social Responsibility	3	BM-350 Operations Management	3
BK-453 International Marketing	3	Select One Course (BE-403, BF-421, BI-419, or BM-471)	3
CO-225 Business and Professional Communication	3	FO-XXX World Language	3
BK-311 Principles of Advertising	3	BI.EL Course Type	3
FO-XXX World Language	3	EN-2XX Gen*Ed Literature (LIT)	3
Semester Credits	**15**	**Semester Credits**	**15**

Senior

Fall	Credits	Spring	Credits
Select One (BE-403, BF-421, BI-419, or BM-471)	3	BM-490 Strategic Management	3
BK-459 Managerial Marketing	3	Select One (BE-403, BF-421, BI-419, or BM-471)	3
BK-406 Marketing Analytics	3	BI.EL Course Type	3
BK.EL Marketing Elective	3	BK.EL Marketing Elective	3

ISP-XXX INT. Perspectives	3	Free Elective	3
Semester Credits	**15**	**Semester Credits**	**15**

Total Credits 120