B.S. IN BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING AND REAL ESTATE (BUBKR.BS)

Code	Title	Credits
Major Requirements (33 credits)		
BA-251	Accounting I	3
BE-201	Microeconomics (Satisfies Social Science Survey (SS.SV) in General Education)	3
BE-202	Macroeconomics (Satisfies Social Science Survey (SS.SV) in General Education)	3
(BE-201 or BE-202 satisfies Social Science Survey (SS.SV) in General Education)		
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
BF-301	Principles of Finance	3
BM-327	Ethics, Diversity, and Social Responsibility	3
BM-350	Operations Management	3
BM-490	Strategic Management [1]	3
Concentration Requirements/Marketing & Real Estate (42 credits)		
MA-118	Quantitative Analysis for Business II	3
BE-304	Money, Credit, and Financial Institutions	3
BR-301	Real Estate Law	3
BR-303	Real Estate Finance Investment and Taxation	3
BR-310	Real Estate Appraisal	3
BR-405	Real Estate Development	3
BK-301	Marketing Research	3
BK-304	Consumer Behavior	3
BK-311	Principles of Advertising	3
BK-459	Managerial Marketing	3
Take 6 credits of Marketing Electives (BK.EL)		6
Choose one of the following:		*3*
BR-305	Real Estate Data Analysis	
BK-406	Marketing Analytics	
Choose one of the following:		*3*
BK-453	International Marketing	
BF-421	International Finance	
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]		
Select up to 9 free elective credits. [2]		9
General Education Requirements (30 credits) [3]		
Complete 30 credits as outlined on the General Education table. [3]		30
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.

First Year

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

Second Year

Fall	Credits	Spring	Credits
BE-202 Macroeconomics	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	BF-301 Principles of Finance	3
CO-225 Business and Professional Communication	3	BE-304 Money, Credit, and Financial Institutions	3
FO-XXX World Language	3	BK-301 Marketing Research	3
Semester Credits	**15**	**Semester Credits**	**15**

Third Year

Fall	Credits	Spring	Credits
BM-327 Ethics, Diversity, and Social Responsibility	3	Free Elective	3
BR-301 Real Estate Law	3	BM-350 Operations Management	3
BK-311 Principles of Advertising	3	Gen*Ed GU or CD	3
Free Elective	3	Select One: BR-303 or BR-310	3
BK-304 Consumer Behavior	3	Select One: BR-305 or BK-406	3
Semester Credits	**15**	**Semester Credits**	**15**

Fourth Year

Fall	Credits	Spring	Credits
BK-459 Managerial Marketing	3	BM-490 Strategic Management	3
BR-310 Real Estate Appraisal	3	BR-405 Real Estate Development	3
Select One: BK-453 or BF-421	3	Gen*Ed Literature (LIT)	3
Gen*Ed Interdisciplinary Perspectives (ISP)	3	BK.EL Marketing Elective	3

Free Elective	3	Free Elective	3
Semester Credits	**15**	**Semester Credits**	**15**

Total Credits 120