

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

| Code                                                                                   | Title                                                                         | Credits |
|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|---------|
| <b>Major Requirements (33 credits)</b>                                                 |                                                                               |         |
| 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       |
| <i>(BE-201 or BE-202 satisfies Social Science Survey (SS.SV) in General Education)</i> |                                                                               |         |
| 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 <sup>1</sup>                                             | 3       |
| <b>Concentration Requirements/Marketing &amp; Real Estate (42 credits)</b>             |                                                                               |         |
| 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                                                         |         |
| <b>Interdisciplinary Requirements (6 credits)</b>                                      |                                                                               |         |
| MA-117                                                                                 | Quantitative Analysis for Business I                                          | 3       |
| <i>(Satisfies Mathematics (MA) in General Education)</i>                               |                                                                               |         |
| IT-150                                                                                 | Information Technology for Business                                           | 3       |
| <i>(Satisfies Technological Literacy (TL) in General Education)</i>                    |                                                                               |         |

## Free Electives (9 credits) <sup>2</sup>

Select up to 9 free elective credits. <sup>2</sup> 9

## General Education Requirements (30 credits) <sup>3</sup>

Complete 30 credits as outlined on the General Education table. <sup>3</sup> 30

**Total Credits** 120

<sup>1</sup> Requires prior completion of LC-011: Professional Development.

<sup>2</sup> Please consult with your advisor regarding the required number of free electives that must be completed.

<sup>3</sup> 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         |
| <b>Semester Credits</b>                    | <b>15</b> | <b>Semester Credits</b>                       | <b>15</b> |

### 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         |
| <b>Semester Credits</b>                        | <b>15</b> | <b>Semester Credits</b>                                       | <b>15</b> |

### 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         |
| <b>Semester Credits</b>                             | <b>15</b> | <b>Semester Credits</b>        | <b>15</b> |

### 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         |
| <b>Semester Credits</b>  | <b>15 Semester Credits</b> | <b>15</b> |
| <b>Total Credits 120</b> |                            |           |