

B.S. IN BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING AND MANAGEMENT (BUBKM.BS)

| Code | Title | Credits |
|---|---|---------|
| Major Requirements/Business (33 credits) | | |
| BA-251 | Accounting I | 3 |
| BE-201 | Microeconomics (BE-201 or BE-202 satisfies Social Science Survey (SS.SV) in General Education) | 3 |
| BE-202 | Macroeconomics (BE-201 or BE-202 satisfies Social Science Survey (SS.SV) in General Education) | 3 |
| 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 | 3 |
| Concentration Requirements/Marketing & Management (39 credits) | | |
| BK-301 | Marketing Research | 3 |
| BK-304 | Consumer Behavior | 3 |
| BK-311 | Principles of Advertising | 3 |
| BK-459 | Managerial Marketing | 3 |
| BM-311 | Management Data Analytics | 3 |
| BM-404 | Human Resources Management | 3 |
| BM-471 or BK-453 | Global Management International Marketing | 3 |
| BM-402 or BM-408 | Business Modeling and Analysis Logistics and Supply Management | 3 |
| BM-451 | Entrepreneurship | 3 |
| Select 6 credits in Management (BM) at the 300-level or higher | | 6 |
| Select 6 credits in Marketing (BK) at the 300-level or higher | | 6 |
| Interdisciplinary Requirements (6 credits) | | |
| MA-117 | Quantitative Analysis for Business I (Satisfies Mathematics in General Education) | 3 |
| IT-150 | Information Technology for Business (Satisfies Technological Literacy (TL) in General Education) | 3 |
| Free Electives (9 credits) ¹ | | |
| Select up to 9 free elective credits. ¹ | | 9 |
| General Education Requirements (33 credits) ² | | |

Complete 33 credits as outlined on the General Education table.²

Total Credits 120

¹ Please consult with your advisor regarding the required number of free electives that must be completed.

² 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 (<http://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.

Sequence Chart

| First Year | | | |
|--|-----------|--|-----------|
| Fall | Credits | Spring | Credits |
| EN-101 College Composition I | 3 | EN-102 College Composition II | 3 |
| IT-150 Information Technology for Business | 3 | MA-117 Quantitative Analysis for Business I (Gen*Ed Mathematics) | 3 |
| Gen*Ed Historical Perspectives (HS.SV) | 3 | Gen*Ed Aesthetics (AT) AR,DA,MU,TH | 3 |
| Gen*Ed Natural Science (NS) BY,CE,PH,SC,GL | 3 | Gen*Ed Natural Science (NS) BY,CE,PH,SC,GL | 3 |
| FO-xxx World Language | 3 | Free Elective | 3 |
| Semester Credits | 15 | Semester Credits | 15 |
| Second Year | | | |
| Fall | Credits | Spring | Credits |
| BA-251 Accounting I | 3 | RD, Reasoned Oral Discourse class | 3 |
| BK-250 Principles of Marketing | 3 | BL-201 Legal Environment of Business I | 3 |
| BE-201 Microeconomics (Gen*Ed Social Science Survey (SS.SV)) | 3 | BE-202 Macroeconomics | 3 |
| BM-250 Principles of Management and Organizational Behavior | 3 | BK-304 Consumer Behavior | 3 |
| EN-2xx Gen*Ed Literature (LIT) | 3 | BE-251 Business Statistics | 3 |
| Semester Credits | 15 | Semester Credits | 15 |
| Third Year | | | |
| Fall | Credits | Spring | Credits |
| BF-301 Principles of Finance | 3 | BM-350 Operations Management | 3 |
| BK-301 Marketing Research | 3 | BM-311 Management Data Analytics | 3 |
| BM-404 Human Resources Management | 3 | BM-327 Ethics, Diversity, and Social Responsibility | 3 |
| BK-311 Principles of Advertising | 3 | BM 402 or BM 408 | 3 |
| CD/GU (Gen*Ed) | 3 | BK-300+ Marketing Elective | 3 |
| Semester Credits | 15 | Semester Credits | 15 |
| Fourth Year | | | |
| Fall | Credits | Spring | Credits |
| BM-451 Entrepreneurship | 3 | BM-490 Strategic Management (Gen*Ed Experiential Education (ExEd)) | 3 |
| BK-459 Managerial Marketing | 3 | PR-4xx Gen*Ed Interdisciplinary Perspectives | 3 |

| | | |
|------------------------------|-------------------------------|------------|
| BM-300+ Management Elective | 3 Free Elective | 3 |
| Select one: BM-471 or BK-453 | 3 BM-300+ Management Elective | 3 |
| Free Elective | 3 BK-300+ Marketing Elective | 3 |
| Semester Credits | 15 Semester Credits | 15 |
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| Total Credits | | 120 |