

BUSINESS ADMINISTRATION - MARKETING (B.S.) - BLOOMFIELD COLLEGE

Program Requirements

Code	Title	Credits
A. First Year Seminar		
FYS 100	First Year Seminar	3-4
B. Mathematics		
MTH 130	Transition to Collegiate Mathematics	4
MTH 141	College Algebra	4
or MTH 161	Precalculus	
C. Writing		
Students who take WRT 102 must then take WRT 108. Students who take WRT 105A must then take WRT 109.		
WRT 105A	Argumentative and Analytic Writing (or WRT 102 Enhanced Argumentative and Analytic Writing)	4
or WRT 106A	Accelerated Argumentative and Analytic Writing	
WRT 108	Enhanced Synth/Research Writing	4
or WRT 109	Synthesis Research Writing	

Major Requirements

Code	Title	Credits
Required Courses		
ACC 201C	Principles of Accounting I	3-4
ACC 204B	Principles of Accounting II	3-4
BUS 125	Business Mathematics	3-4
BUS 200	Introduction to Management	3-4
BUS 215	Business Statistics	3-4
BUS 312A	Managerial Finance	3-4
BUS 354	Marketing Research	3
BUS 355	Consumer Behavior	3-4
BUS 314B	Principles of Marketing	3-4
BUS 316	Business Law I	3-4
BUS 342	Management Information System	3-4
BUS 356	Business (Industrial) Marketing	3-4
BUS 401	Business Policy	3-4
CMP 108	Spreadsheet Essentials	3-4
ECN 210	Principles Of Economics I: Microeconomics	3-4
ECN 211	Principles Of Economics II: Macroeconomics	3-4
Select one of the following:		
BUS 325A	Principles of Advertising	
BUS 337	Sales and Sales Management	
Select three of the following:		
300/400 level courses from Economics, Finance, Accounting, Management, Marketing.		
PSY 317	Organizational Behavior	
PSY 224	Industrial/Organizational Psychology	

Bloomfield College General Education

Click here for a list of courses that fulfill General Education categories (<http://catalog.montclair.edu/programs/general-education-requirements-bloomfield/>)

Code	Title	Credits
Take one course from Aesthetic Appreciation Skills		
Take one course from Communication Skills		
Take two courses from Transcultural & Global Skills OR take one course from Transcultural & Global Awareness Skills AND one course from CIVIC Engagement Skills		
Take one course from Technological & Digital Literacy Skills		

Writing Intensive

Complete two writing intensive courses.

Upper Level Course Requirement

Complete 15 courses at the 200-level or higher