

2014 - 2015 Old Dominion University Catalog

Bachelor of Science in Business Administration

Marketing (w/VCCS Equivalencies)

*Sample four year curriculum with a suggested ordering of courses. Students may re-order as needed.
* indicates not automatically waived with transferrable associates degree, C or better required for transfer.*

YEAR 1 - FRESHMAN (30 CREDITS)

FALL SEMESTER (14 credits)		SPRING SEMESTER (16 credits)	
<u>General Education Coursework:</u>	<u>VCCS Equivalency:</u>	<u>General Education Coursework:</u>	<u>VCCS Equivalency:</u>
ENGL 110C	ENG 111*	ENGL 211C, 221C or 231C	Transfer Guide*
MATH 162M	MTH 163*	MATH 200	MTH 270 or 271*
Language and Culture I (May be waived, see catalog for details)	Transfer Guide	Language and Culture II (May be waived, see catalog for details)	Transfer Guide
Nature of Science I	Transfer Guide	Nature of Science II	Transfer Guide
BUSN 110	BUS 100* (waived by completion of the AS in Business Administration from the VCCS)	Interpreting the Past	Transfer Guide

YEAR 2 - SOPHOMORE (30 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (15 credits)	
<u>General Education Coursework:</u>	<u>VCCS Equivalency:</u>	<u>General Education Coursework:</u>	<u>VCCS Equivalency:</u>
Literature	Transfer Guide	Human Creativity	Transfer Guide
COMM 101R	CST 100, 105 or 110*	IT 150G	ITE 119*
PHIL 230E or upper level "E" course	PHI 220, 225 or 226*	<u>Common Body of Knowledge (CBK):</u>	
<u>Common Body of Knowledge (CBK):</u>		ACCT 202	ACC 212*
ACCT 201	ACC 211*	ECON 201S	ECO 201*
ECON 202S	ECO 202*	BNAL 206	BUS 216*

YEAR 3 - JUNIOR (36 CREDITS)

FALL SEMESTER (18 credits)		SPRING SEMESTER (18 credits)	
<u>Common Body of Knowledge (CBK):</u>	<u>Credit Hours:</u>	<u>Common Body of Knowledge (CBK):</u>	<u>Credit Hours:</u>
BNAL 306	3	FIN 331	3
ECON 301	3	IT 360T	3
FIN 323	3	(Satisfies Impact of Technology)	
MKTG 311	3	MGMT 325	3
		OPMT 303	3
<u>Major Coursework:</u>		<u>Major Coursework:</u>	
MKTG Elective	3	MKTG 402	3
Free Elective	3	MKTG 411	3

YEAR 4 - SENIOR (30 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (15 credits)	
<u>Common Body of Knowledge (CBK):</u>	<u>Credit Hours:</u>	<u>Major Coursework:</u>	<u>Credit Hours:</u>
MGMT 485W (C or better)	3	MKTG 490	3
<u>Major Coursework:</u>		Free Elective	3
MKTG 407	3	MKTG Elective	3
MKTG Elective	3	MKTG Elective	3
200-400 Level Free Elective	3	<u>Upper Division General Education: Option D**</u>	3
<u>Upper Division General Education: Option D**</u>	3		

Requirements for graduation include a minimum cumulative grade point average of 2.00 overall and in the major, a minimum of 121 credit hours, which must include both a minimum of 30 credit hours overall and 12 credit hours in upper-level courses in the major program for Old Dominion University, completion of ENGL 110C and ENGL 211C, 221C or 231C, and the writing intensive (W) course in the major with a grade of C or better, and completion of Senior Assessment.

**Students may select a different option to satisfy the Upper Division General Education requirement. See catalog for additional options.

***Please consult advisor and catalog to select Marketing and Free Electives.

All 300-400 level MKTH courses, except for MKTG 311, are included in the calculation of the 2.00 overall grade point average for major course work for graduation.