

**2017 - 2018 Old Dominion University Catalog**  
**Bachelor of Science in Business Administration -Marketing General Concentration (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.*  
*Courses in **green** are waived by the completion of an Associate degree (Not eligible for Applied Associate degrees).*

YEAR 1 - FRESHMAN (30 CREDITS)			
FALL SEMESTER (14 credits)		SPRING SEMESTER (16 credits)	
General Education Coursework:	VCCS Equivalency:	General Education Coursework:	VCCS Equivalency:
ENGL 110C	ENG 111*	ENGL 211C or 231C	ENG 112, 210, 115, or 131*
MATH 162M	MTH 161 or 163*	MATH 200	MTH 261, 270 or 271*
Language and Culture I (May be waived, see catalog for details)	<a href="#">Transfer Guide</a>	Language and Culture II (May be waived, see catalog for details)	<a href="#">Transfer Guide</a>
Nature of Science I	<a href="#">Transfer Guide</a>	Nature of Science II	<a href="#">Transfer Guide</a>
BUSN 110	BUS 100 (or waived by completion of the AS in Business Administration from the VCCS)	Interpreting the Past	<a href="#">Transfer Guide</a>

YEAR 2 - SOPHOMORE (30 CREDITS)			
FALL SEMESTER (15 credits)		SPRING SEMESTER (15 credits)	
General Education Coursework:	VCCS Equivalency:	General Education Coursework:	VCCS Equivalency:
Literature	<a href="#">Transfer Guide</a>	Human Creativity	<a href="#">Transfer Guide</a>
Oral Communication: COMM 101R required	CST 100, 105 or 110*	Information Literacy and Research: IT 150G required	ITE 119*
PHIL 230E or upper level "E" course	PHI 220, 225 or 226*	<u>BSBA Core:</u>	
<u>BSBA Core:</u>		ACCT 202	ACC 212*
ACCT 201	ACC 211*	ECON 202S	ECO 202*
ECON 201S	ECO 201*	BNAL 206	BUS 216*

YEAR 3 - JUNIOR (36 CREDITS)			
FALL SEMESTER (18 credits)		SPRING SEMESTER (18 credits)	
<u>BSBA Core:</u>	<u>Credit Hours:</u>	<u>BSBA Core:</u>	<u>Credit Hours:</u>
BNAL 306	3	FIN 331	3
ECON 301	3	IT 360T (Satisfies Impact of Technology)	3
FIN 323	3	MGMT 325	3
MKTG 311	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>BSBA Core:</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 120 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.**

**For major GPA requirements for graduation please see university catalog.**

**This coursework is for the General Marketing concentration only. Students can also choose: Marketing Analytics & Research, Professional Sales, or Digital Marketing Concentration. Please consult catalog and advisor for coursework.**