

2018 - 2019 Old Dominion University Catalog

Bachelor of Science in Business Administration -Marketing, General Concentration

Sample four year curriculum with a suggested ordering of courses. Students may re-order as needed.

YEAR 1 - FRESHMAN (30 CREDITS)			
FALL SEMESTER (14 credits)		SPRING SEMESTER (16 credits)	
<u>General Education Coursework:</u>	Credit Hours:	<u>General Education Coursework:</u>	Credit Hours:
ENGL 110C	3	ENGL 211C, 221C or 231C	3
MATH 162M	3	MATH 200	3
Language and Culture I (May be waived)	3	Language and Culture II (May be waived)	3
Nature of Science I	4	Nature of Science II	4
BUSN 110	1	Interpreting the Past	3
YEAR 2 - SOPHOMORE (30 CREDITS)			
FALL SEMESTER (15 credits)		SPRING SEMESTER (15 credits)	
<u>General Education Coursework:</u>	Credit Hours:	<u>General Education Coursework:</u>	Credit Hours:
Literature	3	Human Creativity	3
Oral Communication: COMM 101R required	3	Information Literacy and Research	3
PHIL 230E or upper level "E" course	3	<u>BSBA Core:</u>	
<u>BSBA Core:</u>		ACCT 202	3
ACCT 201	3	ECON 201S	3
ECON 202S	3	BNAL 206	3
YEAR 3 - JUNIOR (36 CREDITS)			
FALL SEMESTER (18 credits)		SPRING SEMESTER (18 credits)	
<u>BSBA Core:</u>	Credit Hours:	<u>BSBA Core:</u>	Credit Hours:
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>	Credit Hours:	<u>Major Coursework:</u>	Credit Hours:
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.

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

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

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 and Research Concentration, Professional Sales Concentration, or Digital Marketing Concentration. Please consult catalog and advisor for coursework.