

2019 - 2020 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.*
Courses in green are waived by the completion of an Associate degree (Not eligible for Applied Associate degrees).
AS in Business Administration recommended for ease of transfer.

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)	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 (or 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)	
General Education Coursework:	VCCS Equivalency:	General Education Coursework:	VCCS Equivalency:
Literature	Transfer Guide	Human Creativity	Transfer Guide
Oral Communication: COMM 101R required	CST 100, 105 or 110*	Information Literacy and Research	Transfer Guide
PHIL 230E or upper level "E" course	PHI 220, 225 or 226*	BSBA Core:	
BSBA Core:		ACCT 202	ACC 212*
ACCT 201	ACC 211*	ECON 202S	ECO 202*
ECON 201S	ECO 201*	BNAL 206	BUS 216*

YEAR 3 - JUNIOR (30 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (15 credits)	
BSBA Core:	Credit Hours:	BSBA Core:	Credit Hours:
BNAL 306	3	FIN 331	3
IT 360T (Satisfies Impact of Technology)	3	ECON 301	3
FIN 323	3	OPMT 303	3
MGMT 325	3	Major Coursework:	3
MKTG 311 (C or better required as a prerequisite to upper level MKTG courses)		MKTG 402 (C- or better required)	
		MKTG 411 (C- or better required)	3

YEAR 4 - SENIOR (30 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (15 credits)	
BSBA Core:	Credit Hours:	Major Coursework:	Credit Hours:
MGMT 485W (C or better required)	3	MKTG 490 (C- or better required)	3
Major Coursework:		MKTG Elective*** (C- or better required)	3
MKTG 407	3	MKTG Elective*** (C- or better required)	3
MKTG Elective*** (C- or better required)	3	200-400 Level Free Elective***	3
MKTG Elective*** (C- or better required)	3	Upper Division General Education: Option D**	3
Upper Division General Education: Option D**	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.