Success Marker Courses  *Data derived from ODU’s EAB partnership*

The majority of students who successfully graduated with the the Bachelor of Science in Business Administration — Marketing degree earned the following grades or higher in the identified semesters:

<table>
<thead>
<tr>
<th>COURSE</th>
<th>GRADE</th>
<th>SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 201</td>
<td>C</td>
<td>3</td>
</tr>
<tr>
<td>BNA102</td>
<td>C</td>
<td>5</td>
</tr>
<tr>
<td>BUSN 110</td>
<td>C</td>
<td>1</td>
</tr>
<tr>
<td>ECON 202S</td>
<td>C</td>
<td>4</td>
</tr>
<tr>
<td>ENGL 110C</td>
<td>B</td>
<td>3</td>
</tr>
<tr>
<td>MATH 102M/103M</td>
<td>B</td>
<td>1</td>
</tr>
<tr>
<td>MATH162M</td>
<td>C</td>
<td>2</td>
</tr>
<tr>
<td>MATH 200</td>
<td>C</td>
<td>4</td>
</tr>
</tbody>
</table>

Minimum requirements for admission to the program:
— Complete application to the Strome College of Business (in the sophomore year).
— Step 1 requirements: C or better in BUSN 110, ENGL 110C, MATH 162M, ACCT 201, and ECON 202S; and, an up to date resume approved by the ODU Career Management Center.
— Step 2 requirements: earn a GPA of 2.00 in 12 credits of 300/400 level courses, of which 6 credits must be in the Business core, with a grade of C or better.

Areas of Employment:
Media Planner  
E - Commerce Analyst  
Public Affairs Specialist  
Communications Coordinator  
Marketing Coordinator / Assistant  
Public Relations Specialist  
Business Development Executive  
Search Engine Optimization Specialist  
Marketing Specialist  
Social Media Strategist / Specialist  
Advertising / Promotions Manager  
Public Relations Manager  
Product Manager  
Marketing Manager  
Account Manager  
Account Executive  
Fundraising Manager  
Communications Manager  
Merchandising Manager  

Parallel Plans (areas of study) for those interested in this major are:
Communication  
Management  
Occupational/Tech Studies  
Physical Education  
Accounting  

Salaries (based upon national data)

- Less than 1 year (42)  
- 1-4 years (303)  
- 5-9 years (192)  
- 10-19 years (165)  
- 20 years or more (60)

Currency: USD  |  Updated 6 June 2015  |  Individuals Reporting: 762
TECHNICAL STANDARDS
MARKETING

Students admitted to the marketing program can be expected to complete course requirements, which necessitate the physical and mental abilities listed below. Any student who thinks he/she does not possess one or more of the following skills should seek assistance from an academic counselor or faculty advisor and Educational Accessibility concerning any flexibility in program requirements and possible accommodation through technical aids and assistance.

1. Understand and model the thought processes involved in buyer decision making at simple and complex levels.
2. Communicate effectively and in written documents that are correct in grammar, style and mechanics.
3. Participate in class discussions and communicate effectively with different clientele.
4. Apply theoretical concepts and theories to practical marketing problems such that creative and innovative solutions can be found and successfully executed.
5. Use and understand statistical techniques in a computer-based analytical package for simple and complex marketing research analysis and interpretation.
6. Grasp and understand financial methods and analysis in evaluating new and existing marketing programs/products or services.
7. Comprehend or demonstrate a working knowledge of the interrelationships involved in a global economy and the effects on nations, organizations, and the individual.
8. Function with computers to generate and acquire data.

IMPORTANT RESOURCES

Academic Enhancement
- https://www.odu.edu/academicenhancement
- Student Success Center
- 757-683-3699 (Information Desk)
- sscdesk@odu.edu
- Academic Coaching
  - https://www.odu.edu/success/academic/coaching
- Peer Educator Program
  - https://www.odu.edu/peereducator
- Student Support Services
  - http://uc.odu.edu/sss/
- University Testing Center
  - https://www.odu.edu/testing-center
- Upward Bound
  - https://www.odu.edu/partnerships/community/programs/upwardbound
- Writing for College Success
  - https://www.odu.edu/academicskills

Advising and Transfer Programs
- https://www.odu.edu/advisingprograms
- 757-683-3699 (office); advisor@odu.edu

Career Management Center
- https://www.odu.edu/cmc
- 757-683-4388 (office); 800-937-6381 (cell)
- cmc@odu.edu

Counseling Services, Office of
- https://www.odu.edu/counselingservices
- 757-683-4401 (office)

Education Accessibility, Office of
- https://www.odu.edu/educationalaccessibility
- 757-683-4655 (office)

Financial Aid, Office of
- https://www.odu.edu/finaidoffice
- 757-683-3683 (office)

Math and Science Resource Center
- http://sci.odu.edu/msrc/
- Math + Psych Tutoring
  - Library: 1312
- Chemistry Tutoring
  - OSPNS: 146
- 757-683-6776
- msrc@odu.edu

Writing Center
- http://al.odu.edu/writingcenter/
- Room 1307 of the Learning Commons in Perry Library
- 757-683-4013