

2025 - 2026 Old Dominion University Catalog

Bachelor of Science in Business Administration (BSBA) - Marketing with a Major in Marketing Analytics & Research (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 (33 CREDITS)

FALL SEMESTER (17 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 or 231C	ENG 112, 113, 115, or 131*
MATH 162M	MTH 161 or 167*	MATH 200	MTH 261*
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
Free Elective***			

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
Oral Communication: COMM 101R or MKTG 200R required	CST 100 or 105*	Information Literacy and Research	Transfer Guide
PHIL 230E, PHIL 303E, PHIL 344E, PHIL 345E, PHIL 355E, PHIL/DASC 357E, PHIL 442E	PHI 220*	<u>BSBA Core:</u>	
<u>BSBA Core:</u>		ACCT 202	ACC 212*
ACCT 201	ACC 211*	ECON 201S	ECO 201*
ECON 202S	ECO 202*	BNAL 206	BUS 216, 221, 224, or 227*

YEAR 3 - JUNIOR (33 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (18 credits)	
<u>BSBA Core:</u>	<u>VCCS Equivalency:</u>	<u>BSBA Core:</u>	<u>VCCS Equivalency:</u>
BNAL 306		FIN 331	
IT 360T (Satisfies Impact of Technology)		ECON 301	
FIN 323		OPMT 303	
MGMT 325	BUS 200*	<u>Major Coursework:</u>	
MKTG 311 (C or better required as a prerequisite to upper level MKTG courses)	MKT 201*	MKTG 402	
		MKTG 411	
		Free Elective***	

YEAR 4 - SENIOR (30 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (15 credits)	
<u>BSBA Core:</u>	<u>VCCS Equivalency:</u>	<u>Major Coursework:</u>	<u>VCCS Equivalency:</u>
MGMT 485W (C or better required)		MKTG 490	
<u>Major Coursework:</u>		MKTG 475	
MKTG 407		200-400 Level Free Elective***	
MKTG 460		Upper Division General Education: Option D**	
BNAL 405		Upper Division General Education: Option D**	
Select one of the following: IT 450, BNAL 415, MKTG 367, MKTG 368, MKTG 369, MKTG 496, PSYC 318W			

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 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.**

Grades of C- or better required for all major course work. 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.