

## 2025 - 2026 Old Dominion University Catalog

### Bachelor of Science in Business Administration (BSBA) - 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 (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)	<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>
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	<a href="#">Transfer Guide</a>	Human Creativity	<a href="#">Transfer Guide</a>
Oral Communication: COMM 101R or MKTG 200R required	CST 100 or 105*	Information Literacy and Research	<a href="#">Transfer Guide</a>
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 (30 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (15 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 (C- or better required)	
		MKTG 411 (C- or better required)	
		Free Elective***	

#### YEAR 4 - SENIOR (33 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (18 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 (C- or better required)	
<u>Major Coursework:</u>		MKTG Major Elective*** (C- or better required)	
MKTG 407 (C- or better required)		MKTG Major Elective*** (C- or better required)	
MKTG Major Elective*** (C- or better required)		200-400 Level Free Elective***	
MKTG Major Elective*** (C- or better required)		Upper Division General Education: Option D**	
Upper Division General Education: Option D**			

**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.**

**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.**