

2023 - 2024 Old Dominion University Catalog

Bachelor of Science in Business Administration (BSBA) - Marketing with a Major in Digital 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 163* | MATH 200 | MTH 261, 270 or 271* |
| Language and Culture I (May be waived, see catalog for details) | Transfer Equivalency Guide | Language and Culture II (May be waived, see catalog for details) | Transfer Equivalency Guide |
| Nature of Science I | Transfer Equivalency Guide | Nature of Science II | Transfer Equivalency Guide |
| BUSN 110 | BUS 100 (or waived by completion of the AS in Business Administration from the VCCS) | Interpreting the Past | Transfer Equivalency 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 Equivalency Guide | Human Creativity | Transfer Equivalency Guide |
| Oral Communication: COMM 101R required | CST 100 or 105* | Information Literacy and Research | Transfer Equivalency Guide |
| PHIL 230E, PHIL 303E, PHIL 344E, PHIL 345E, PHIL 442E | PHI 220, 225 or 226* | <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* |

| 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 | | <u>Major Coursework:</u> | |
| MKTG 311 (C or better required as a prerequisite to upper level MKTG courses) | | MKTG 402 | |
| | | MKTG 411 | |
| | | 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 | |
| <u>Major Coursework:</u> | | MKTG 460 | |
| MKTG 407 | | 200-400 Level Free Elective*** | |
| MKTG 450 | | Upper Division General Education: Option D** | |
| MKTG 455 | | Select one of the following: IT 325, MKTG 367, MKTG 368, MKTG 369, MKTG 406, MKTG 412, MKTG 496 | |
| 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.*

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.