

## 2023 - 2024 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)

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| <p><u>General Education Coursework:</u></p> <p>ENGL 110C<br/>MATH 162M</p> <p style="color: green;">Language and Culture I (May be waived, see catalog for details)</p> <p style="color: green;">Nature of Science I</p> <p>BUSN 110</p> <p>Free Elective***</p> | <p><u>VCCS Equivalency:</u></p> <p>ENG 111*<br/>MTH 161 or 163*</p> <p><a href="#">Transfer Equivalency Guide</a></p> <p><a href="#">Transfer Equivalency Guide</a></p> <p>BUS 100 (or waived by completion of the AS in Business Administration from the VCCS)</p> |
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##### SPRING SEMESTER (16 credits)

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| <p><u>General Education Coursework:</u></p> <p>ENGL 211C or 231C<br/>MATH 200</p> <p style="color: green;">Language and Culture II (May be waived, see catalog for details)</p> <p style="color: green;">Nature of Science II</p> <p>Interpreting the Past</p> | <p><u>VCCS Equivalency:</u></p> <p>ENG 112, 113, 115, or 131*<br/>MTH 261, 270 or 271*</p> <p><a href="#">Transfer Equivalency Guide</a></p> <p><a href="#">Transfer Equivalency Guide</a></p> <p><a href="#">Transfer Equivalency Guide</a></p> |
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#### YEAR 2 - SOPHOMORE (30 CREDITS)

##### FALL SEMESTER (15 credits)

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| <p><u>General Education Coursework:</u></p> <p style="color: green;">Literature</p> <p>Oral Communication: COMM 101R required</p> <p>PHIL 230E, PHIL 303E, PHIL 344E, PHIL 345E, PHIL 442E</p> <p><u>BSBA Core:</u></p> <p>ACCT 201<br/>ECON 202S</p> | <p><u>VCCS Equivalency:</u></p> <p><a href="#">Transfer Equivalency Guide</a></p> <p>CST 100 or 105*</p> <p>PHI 220, 225 or 226*</p> <p>ACC 211*<br/>ECO 202*</p> |
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##### SPRING SEMESTER (15 credits)

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|--|---|
| <p><u>General Education Coursework:</u></p> <p style="color: green;">Human Creativity</p> <p style="color: green;">Information Literacy and Research</p> <p><u>BSBA Core:</u></p> <p>ACCT 202<br/>ECON 201S<br/>BNAL 206</p> | <p><u>VCCS Equivalency:</u></p> <p><a href="#">Transfer Equivalency Guide</a></p> <p><a href="#">Transfer Equivalency Guide</a></p> <p>ACC 212*<br/>ECO 201*<br/>BUS 216*</p> |
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#### YEAR 3 - JUNIOR (30 CREDITS)

##### FALL SEMESTER (15 credits)

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| <p><u>BSBA Core:</u></p> <p>BNAL 306</p> <p>IT 360T (Satisfies Impact of Technology)</p> <p>FIN 323</p> <p>MGMT 325</p> <p>MKTG 311 (C or better required as a prerequisite to upper level MKTG courses)</p> | <p><u>VCCS Equivalency:</u></p> |
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##### SPRING SEMESTER (15 credits)

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| <p><u>BSBA Core:</u></p> <p>FIN 331<br/>ECON 301<br/>OPMT 303</p> <p><u>Major Coursework:</u></p> <p>MKTG 402<br/>MKTG 411<br/>Free Elective***</p> | <p><u>VCCS Equivalency:</u></p> |
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#### YEAR 4 - SENIOR (33 CREDITS)

##### FALL SEMESTER (15 credits)

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| <p><u>BSBA Core:</u></p> <p>MGMT 485W (C or better required)</p> <p><u>Major Coursework:</u></p> <p>MKTG 407<br/>MKTG 460<br/>BNAL 405</p> <p>Select one of the following: IT 450, BNAL 415, MKTG 367, MKTG 368, MKTG 369, MKTG 496, PSYC 318W</p> | <p><u>VCCS Equivalency:</u></p> |
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##### SPRING SEMESTER (18 credits)

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| <p><u>Major Coursework:</u></p> <p>MKTG 490<br/>MKTG 475<br/>200-400 Level Free Elective***<br/>Upper Division General Education: Option D**<br/>Upper Division General Education: Option D**</p> | <p><u>VCCS Equivalency:</u></p> |
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**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.**