

2024 - 2025 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

YEAR 1 - FRESHMAN (33 CREDITS)

FALL SEMESTER (17 credits)

General Education Coursework:

ENGL 110C
MATH 162M

Language and Culture I (May be waived, see catalog for details)

Nature of Science I

VCCS Equivalency:

ENG 111*
MTH 161 or 163*

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BUS 100 (or waived by completion of the AS in Business Administration from the VCCS)

Free Elective***

SPRING SEMESTER (16 credits)

General Education Coursework:

ENGL 211C or 231C
MATH 200

Language and Culture II (May be waived, see catalog for details)

Nature of Science II

Interpreting the Past

VCCS Equivalency:

ENG 112, 113, 115, or 131*
MTH 261, 270 or 271*

[Transfer Guide](#)

[Transfer Guide](#)

[Transfer Guide](#)

YEAR 2 - SOPHOMORE (30 CREDITS)

FALL SEMESTER (15 credits)

General Education Coursework:

Literature
Oral Communication: COMM 101R required
PHIL 230E, PHIL 303E, PHIL 344E, PHIL 345E, PHIL 357E, PHIL 442E

BSBA Core:

ACCT 201
ECON 202S

VCCS Equivalency:

[Transfer Guide](#)
CST 100 or 105*

PHI 220, 225 or 226*

ACC 211*

ECO 202*

SPRING SEMESTER (15 credits)

General Education Coursework:

Human Creativity
Information Literacy and Research

BSBA Core:

ACCT 202
ECON 201S
BNAL 206

VCCS Equivalency:

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[Transfer Guide](#)

ACC 212*

ECO 201*

BUS 216*

YEAR 3 - JUNIOR (30 CREDITS)

FALL SEMESTER (15 credits)

BSBA Core:

BNAL 306
IT 360T (Satisfies Impact of Technology)
FIN 323
MGMT 325
MKTG 311 (C or better required as a prerequisite to upper level MKTG courses)

VCCS Equivalency:

FIN 331
ECON 301
OPMT 303

SPRING SEMESTER (15 credits)

BSBA Core:

Major Coursework:
MKTG 402 (C- or better required)
MKTG 411 (C- or better required)
Free Elective***

VCCS Equivalency:

YEAR 4 - SENIOR (33 CREDITS)

FALL SEMESTER (15 credits)

BSBA Core:

MGMT 485W (C or better required)
Major Coursework:
MKTG 407 (C- or better required)
MKTG Major Elective*** (C- or better required)
MKTG Major Elective*** (C- or better required)
Upper Division General Education: Option D**

VCCS Equivalency:

SPRING SEMESTER (18 credits)

Major Coursework:

MKTG 490 (C- or better required)
MKTG Major Elective*** (C- or better required)
MKTG Major Elective*** (C- or better required)
200-400 Level Free Elective***
Upper Division General Education: Option D**

VCCS Equivalency:

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.