

2024 - 2025 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)	
<p style="text-align: center;"><u>General Education Coursework:</u></p> <p>ENGL 110C 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 style="text-align: center;"><u>VCCS Equivalency:</u></p> <p>ENG 111* MTH 161 or 163*</p> <p style="color: blue;">Transfer Guide</p> <p style="color: blue;">Transfer Guide</p> <p>BUS 100 (or waived by completion of the AS in Business Administration from the VCCS)</p>	<p style="text-align: center;"><u>General Education Coursework:</u></p> <p>ENGL 211C or 231C 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 style="color: green;">Interpreting the Past</p>	<p style="text-align: center;"><u>VCCS Equivalency:</u></p> <p>ENG 112, 113, 115, or 131* MTH 261, 270 or 271*</p> <p style="color: blue;">Transfer Guide</p> <p style="color: blue;">Transfer Guide</p> <p style="color: blue;">Transfer Guide</p>

YEAR 2 - SOPHOMORE (30 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (15 credits)	
<p style="text-align: center;"><u>General Education Coursework:</u></p> <p style="color: green;">Literature</p> <p>Oral Communication: COMM 101R required PHIL 230E, PHIL 303E, PHIL 344E, PHIL 345E, PHIL 357E, PHIL 442E</p> <p style="text-align: center;"><u>BSBA Core:</u></p> <p>ACCT 201 ECON 202S</p>	<p style="text-align: center;"><u>VCCS Equivalency:</u></p> <p style="color: blue;">Transfer Guide</p> <p>CST 100 or 105* PHI 220, 225 or 226*</p> <p>ACC 211* ECO 202*</p>	<p style="text-align: center;"><u>General Education Coursework:</u></p> <p style="color: green;">Human Creativity Information Literacy and Research</p> <p style="text-align: center;"><u>BSBA Core:</u></p> <p>ACCT 202 ECON 201S BNAL 206</p>	<p style="text-align: center;"><u>VCCS Equivalency:</u></p> <p style="color: blue;">Transfer Guide Transfer Guide</p> <p>ACC 212* ECO 201* BUS 216*</p>

YEAR 3 - JUNIOR (33 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (18 credits)	
<p style="text-align: center;"><u>BSBA Core:</u></p> <p>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)</p>	<p style="text-align: center;"><u>VCCS Equivalency:</u></p> <p>FIN 331 ECON 301 OPMT 303</p>	<p style="text-align: center;"><u>BSBA Core:</u></p> <p style="text-align: center;"><u>Major Coursework:</u></p> <p>MKTG 402 MKTG 411 Free Elective***</p>	<p style="text-align: center;"><u>VCCS Equivalency:</u></p>

YEAR 4 - SENIOR (30 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (15 credits)	
<p style="text-align: center;"><u>BSBA Core:</u></p> <p>MGMT 485W (C or better required)</p> <p style="text-align: center;"><u>Major Coursework:</u></p> <p>MKTG 407 MKTG 450 MKTG 455</p> <p>Upper Division General Education: Option D**</p>	<p style="text-align: center;"><u>VCCS Equivalency:</u></p> <p>MKTG 490 MKTG 460 200-400 Level Free Elective*** Upper Division General Education: Option D** Select one of the following: IT 325, MKTG 367, MKTG 368, MKTG 369, MKTG 406, MKTG 412, MKTG 496</p>	<p style="text-align: center;"><u>Major Coursework:</u></p>	<p style="text-align: center;"><u>VCCS Equivalency:</u></p>

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.