

2024 - 2025 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)

General Education Coursework:
 ENGL 110C
 MATH 162M
 Language and Culture I (May be waived, see catalog for details)
 Nature of Science I
 BUSN 110

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)

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*

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Free Elective***

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:

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 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
 ACC 212*
 ECO 201*
 BUS 216*

VCCS Equivalency:

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YEAR 3 - JUNIOR (33 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:

SPRING SEMESTER (18 credits)

BSBA Core:
 FIN 331
 ECON 301
 OPMT 303
 Major Coursework:
 MKTG 402
 MKTG 411
 Free Elective***

VCCS Equivalency:

YEAR 4 - SENIOR (30 CREDITS)

FALL SEMESTER (15 credits)

BSBA Core:
 MGMT 485W (C or better required)
Major Coursework:
 MKTG 407
 MKTG 460
 BNAL 405
 Select one of the following: IT 450, BNAL 415, MKTG 367, MKTG 368, MKTG 369, MKTG 496, PSYC 318W

VCCS Equivalency:

SPRING SEMESTER (15 credits)

Major Coursework:
 MKTG 490
 MKTG 475
 200-400 Level Free Elective***
 Upper Division General Education: Option D**
 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.*

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.