

## 2022 - 2023 Old Dominion University Catalog

### Bachelor of Science in Business Administration -Marketing, 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  
Free Elective\*\*\*

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, 210, 115, or 131\*  
MTH 261, 270 or 271\*

[Transfer Guide](#)

[Transfer Guide](#)

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#### YEAR 2 - SOPHOMORE (30 CREDITS)

##### FALL SEMESTER (15 credits)

General Education Coursework:

Literature  
Oral Communication: COMM 101R required  
PHIL 230E or upper level "E" course

BSBA Core:

ACCT 201  
ECON 201S

VCCS Equivalency:

[Transfer Guide](#)  
CST 100, 105 or 110\*  
PHI 220, 225 or 226\*

ACC 211\*  
ECO 201\*

##### SPRING SEMESTER (15 credits)

General Education Coursework:

Human Creativity  
Information Literacy and Research

BSBA Core:

ACCT 202  
ECON 202S  
BNAL 206

VCCS Equivalency:

[Transfer Guide](#)  
[Transfer Guide](#)

ACC 212\*  
ECO 202\*  
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  
MKTG 402  
MKTG 411

##### SPRING SEMESTER (15 credits)

BSBA Core:

Major Coursework:

VCCS Equivalency:

#### YEAR 4 - SENIOR (33 CREDITS)

##### FALL SEMESTER (15 credits)

BSBA Core:

MGMT 485W (C or better required)

Major Coursework:

MKTG 407  
MKTG 460  
BNAL 405  
Upper Division General Education: Option D\*\*

VCCS Equivalency:

MKTG 490  
MKTG 475  
MKTG Analytics Research Elective\*\*\*  
200-400 Level Free Elective\*\*\*  
Free Elective\*\*\*  
Upper Division General Education: Option D\*\*

##### SPRING SEMESTER (18 credits)

Major Coursework:

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, 221C 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.**