

<u>General Education Coursework:</u> ENGL 110C MATH 162M Language and Culture I (May be waived, see catalog for details) Nature of Science I BUSN 110 Free Elective***	<u>VCCS Equivalency:</u> ENG 111* MTH 161 or 163* Transfer Guide Transfer Guide BUS 100 (or waived by completion of the AS in Business Administration from the VCCS)	<u>General Education Coursework:</u> ENGL 211C or 231C MATH 200 Language and Culture II (May be waived, see catalog for details) Nature of Science II Interpreting the Past	<u>VCCS Equivalency:</u> ENG 112, 210, 115, or 131* MTH 261, 270 or 271* Transfer Guide Transfer Guide Transfer Guide
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<u>General Education Coursework:</u> Literature Oral Communication: COMM 101R required PHIL 230E or upper level "E" course <u>BSBA Core:</u> ACCT 201 ECON 201S	<u>VCCS Equivalency:</u> Transfer Guide CST 100, 105 or 110* PHI 220, 225 or 226* ACC 211* ECO 201*	<u>General Education Coursework:</u> Human Creativity Information Literacy and Research <u>BSBA Core:</u> ACCT 202 ECON 202S BNAL 206	<u>VCCS Equivalency:</u> Transfer Guide Transfer Guide ACC 212* ECO 202* BUS 216*
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<u>BSBA Core:</u> BNAL 306 IT 360T (Satisfies Impact of Technology) FIN 323 MGMT 325	<u>VCCS Equivalency:</u>	 FIN 331 ECON 301 OPMT 303 <u>Major Coursework:</u> MKTG 402 MKTG 411	<u>VCCS Equivalency:</u>
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<u>BSBA Core:</u> MGMT 485W (C or better required) <u>Major Coursework:</u> MKTG 407 MKTG 450 MKTG 455 Upper Division General Education: Option D**	<u>VCCS Equivalency:</u>	<u>Major Coursework:</u> MKTG 490 MKTG 460 MKTG Digital Elective*** 200-400 Level Free Elective*** Free Elective*** Upper Division General Education: Option D**	<u>VCCS Equivalency:</u>
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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.