

<u>General Education Coursework:</u>	<u>VCCS Equivalency:</u>	<u>General Education Coursework:</u>	<u>VCCS Equivalency:</u>
ENGL 110C	ENG 111*	ENGL 211C or 231C	ENG 112, 210, 115, or 131*
MATH 162M	MTH 161 or 163*	MATH 200	MTH 261, 270 or 271*
Language and Culture I (May be waived, see catalog for details)	Transfer Guide	Language and Culture II (May be waived, see catalog for details)	Transfer Guide
Nature of Science I	Transfer Guide	Nature of Science II	Transfer Guide
BUSN 110	BUS 100 (or waived by completion of the AS in Business Administration from the VCCS)	Interpreting the Past	Transfer Guide
Free Elective***			

<u>General Education Coursework:</u>	<u>VCCS Equivalency:</u>	<u>General Education Coursework:</u>	<u>VCCS Equivalency:</u>
Literature			
		BNAL 206	BUS 216*

<u>BSBA Core:</u>	<u>VCCS Equivalency:</u>	<u>BSBA Core:</u>	<u>VCCS Equivalency:</u>
BNAL 306		FIN 331	
IT 360T (Satisfies Impact of Technology)		ECON 301	
FIN 323		OPMT 303	
MGMT 325		<u>Major Coursework:</u>	
		MKTG 402 (C- or better required)	
		MKTG 411 (C- or better required)	

YEAR 4 - SENIOR (33 CREDITS)

<u>FALL SEMESTER (15 credits)</u>		<u>SPRING SEMESTER (18 credits)</u>	
<u>BSBA Core:</u>	<u>VCCS Equivalency:</u>	<u>Major Coursework:</u>	<u>VCCS Equivalency:</u>
MGMT 485W (C or better required)		MKTG 490 (C- or better required)	
<u>Major Coursework:</u>		MKTG Major Elective*** (C- or better required)	
MKTG 407 (C- or better required)		MKTG Major Elective*** (C- or better required)	
MKTG Major Elective*** (C- or better required)		200-400 Level Free Elective***	
MKTG Major Elective*** (C- or better required)		Free Elective***	
Upper Division General Education: Option D**		Upper Division General Education: Option D**	

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.