

## 2022 - 2023 Old Dominion University Catalog

### Bachelor of Science in Business Administration -Marketing, Professional Sales (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\*  
[Transfer Guide](#)  
[Transfer Guide](#)  
 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](#)  
[Transfer Guide](#)

#### 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 316 (C or better required)  
 MKTG 402

##### 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 411  
 MKTG 404  
 Upper Division General Education: Option D\*\*

###### VCCS Equivalency:

MKTG 490  
 MKTG 417  
 MKTG Professional Sales 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.