

## 2014 - 2015 Old Dominion University Catalog

### Bachelor of Science in Business Administration (Marketing)

*Sample four year curriculum with a suggested ordering of courses. Students may re-order as needed.*

| YEAR 1 - FRESHMAN (30 CREDITS)                                     |                      |   |                      |
|--|----------------------|---|----------------------|
| FALL SEMESTER (14 credits)   |                      | SPRING SEMESTER (16 credits)  |                      |
| <u>General Education Coursework:</u>                               | <u>Credit Hours:</u> | <u>General Education Coursework:</u>                                | <u>Credit Hours:</u> |
| ENGL 110C  | 3                    | ENGL 211C   | 3                    |
| MATH 162M  | 3                    | MATH 200  | 3                    |
| Language and Culture I<br>(May be waived, see catalog for details) | 3                    | Language and Culture II<br>(May be waived, see catalog for details) | 3                    |
| Nature of Science I  | 4                    | Nature of Science II  | 4                    |
| BUSN 110   | 1                    | Interpreting the Past   | 3                    |
| YEAR 2 - SOPHOMORE (30 CREDITS)                                    |                      |   |                      |
| FALL SEMESTER (15 credits)   |                      | SPRING SEMESTER (15 credits)  |                      |
| <u>General Education Coursework:</u>                               | <u>Credit Hours:</u> | <u>General Education Coursework:</u>                                | <u>Credit Hours:</u> |
| Literature   | 3                    | Human Creativity  | 3                    |
| COMM 101R  | 3                    | IT 150G   | 3                    |
| PHIL 230E or upper level "E" course                                | 3                    | <u>Common Body of Knowledge (CBK):</u>                              |                      |
| <u>Common Body of Knowledge (CBK):</u>                             |                      | ACCT 202  | 3                    |
| ACCT 201   | 3                    | ECON 201S   | 3                    |
| ECON 202S  | 3                    | BNAL 206  | 3                    |
| YEAR 3 - JUNIOR (36 CREDITS)                                       |                      |   |                      |
| FALL SEMESTER (18 credits)   |                      | SPRING SEMESTER (18 credits)  |                      |
| <u>Common Body of Knowledge (CBK):</u>                             | <u>Credit Hours:</u> | <u>Common Body of Knowledge (CBK):</u>                              | <u>Credit Hours:</u> |
| BNAL 306   | 3                    | FIN 331   | 3                    |
| ECON 301   | 3                    | IT 360T   | 3                    |
| FIN 323  | 3                    | (Satisfies Impact of Technology)                                    |                      |
| MKTG 311   | 3                    | MGMT 325  | 3                    |
| <u>Major Coursework:</u>   |                      | OPMT 303  | 3                    |
| MKTG Elective  | 3                    | <u>Major Coursework:</u>  |                      |
| Free Elective  | 3                    | MKTG 402  | 3                    |
|  |                      | MKTG 411  | 3                    |
| YEAR 4 - SENIOR (30 CREDITS)                                       |                      |   |                      |
| FALL SEMESTER (15 credits)   |                      | SPRING SEMESTER (15 credits)  |                      |
| <u>Common Body of Knowledge (CBK):</u>                             | <u>Credit Hours:</u> | <u>Major Coursework:</u>  | <u>Credit Hours:</u> |
| MGMT 485W (C or better)  | 3                    | MKTG 490  | 3                    |
| <u>Major Coursework:</u>   |                      | Free Elective   | 3                    |
| MKTG 407   | 3                    | MKTG Elective   | 3                    |
| MKTG Elective  | 3                    | MKTG Elective   | 3                    |
| 200-400 Level Free Elective  | 3                    | <u>Upper Division General Education: Option D**</u>                 |                      |
| <u>Upper Division General Education: Option D**</u>                |                      |   | 3                    |

Requirements for graduation include a minimum cumulative grade point average of 2.00 overall and in the major, a minimum of 121 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.

All 300-400 level MKTH courses, except for MKTG 311, are included in the calculation of the 2.00 overall grade point average for major course work for graduation.