

2004-06 B.S.B.A. Marketing Name: \_\_\_\_\_ UIN#: \_\_\_\_\_

Please note to graduate: 120 credits, min. 2.0 overall, major, and CBK GPA, Exit Exam, Senior Assessment and completion of all courses listed below. See Gen Ed Perspective items with a P for classes on reverse side of sheet. Courses satisfied with an accepted Associate's Degree are noted with an AS.

**LOWER DIVISION GENERAL EDUCATION COURSES**

COURSE	TITLE	PRE-REQS	GRADE	CR	TRANSFER	Suggested Year
BUSN 135	Intro Office Soft	None		1		Fresh-Sophomore
COMM 101R	Public Speaking	None		3		Fresh-Sophomore
ENGL 110C AS	English Comp I	Test into	Must earn C or better	3		Freshman
ENGL 111C	English Comp II	ENGL 110C		3		Fresh-Sophomore
Fine Arts P AS	See back of sheet	None		3		Fresh-Sophomore
Foreign Lang I P AS	See back of sheet	See catalog		3		Fresh-Sophomore
Foreign Lang II P AS	See back of sheet	See catalog		3		Fresh-Sophomore
History P AS	See back of sheet	None		3		Fresh-Sophomore
Literature P AS	See back of sheet	None		3		Fresh-Sophomore
MATH 162M	Pre-Calculus	MATH 102	Must earn C or better	3		As soon as eligible
MATH 200	Calc for Business	MATH 162M		3		As soon as eligible
Natural Sci I P AS	See back of sheet	See catalog		4		Fresh-Sophomore
Natural Sci II P AS	See back of sheet	See catalog		4		Fresh-Sophomore
Philosophy P AS	See back of sheet	None		3		Fresh-Sophomore

**COMMON BODY OF KNOWLEDGE (CBK) COURSES (must be admitted to CBPA to take 3/400 level busn courses)**

COURSE	TITLE	PRE-REQS	GRADE	CR	TRANSFER	Suggested Year
ACCT 201	Prin of Acct I	None	Must earn C or better	3		Sophomore
ACCT 202	Prin of Acct II	ACCT 201		3		Sophomore
DSCI 206	Prob, Dec Th Stat	MATH 162M		3		Sophomore
DSCI 306	Stat, Mgmt Sci	MATH 200, DSCI 206		3		Admission into College
ECON 201	Prin of Macroecon	GNST 098, or MATH 101, or Higher *		3		Sophomore
ECON 202	Prin of Microecon	GNST 098, or MATH 101, or Higher *	Must earn C or better	3		Sophomore
ECON 301	Managerial Economics	ECON 201, 202, DSCI 206. Co-req: Calc.		3		Admission into College
FIN 323	Intro to Finance	ACCT 202, ECON 202		3		Admission into College
FIN 331	Legal Environ	Junior		3		Senior
IT 360T	Prin of Info Tech	Junior		3		Admission into College
MGMT 325	Cont Org Mgmt	Junior		3		Admission into College
MKTG 311	Mktg Prin	Junior	Must earn C or better	3		Admission into College
OPMT 303T	Ops Mgmt Tech	Junior		3		Admission into College
MGMT 485W	Busn Strategy & Policy	Senior, FIN 323, MGMT 325, MKTG 311, OPMT 303T		3		Senior

**CBK GPA \_\_\_\_\_ MUST BE AT LEAST 2.0**

\*Must have credit for MATH 101 or higher or GNST 098, or else have a math placement test score sufficient to place into MATH 102.

**MARKETING MAJOR COURSES A grade of C- or better is required in all MKTG courses counted toward the major**

COURSE	TITLE	PRE-REQS	GRADE	CR	TRANSFER	Suggested Year
MKTG 402	Consumer Behavior	MKTG 311 & junior		3		Junior
MKTG 407	Marketing Research	MKTG 311, DSCI 206		3		Junior
MKTG 411	Multi-Nat Mktg	MKTG 311 & junior		3		Junior
MKTG 490	MKTG Policy & Strat	MKTG 311, 402, 407, 2 addnt'l MKTG classes		3		Senior
MKTG ele	See choices below	See catalog		3		Junior-Senior
MKTG ele	See choices below	See catalog		3		Junior-Senior
MKTG ele	See choices below	See catalog		3		Junior-Senior
MKTG ele	See choices below	See catalog		3		Junior-Senior

**MAJOR GPA \_\_\_\_\_ MUST BE AT LEAST 2.0**

**MKTG electives:** 367, 368, 369, 403, 404, 405, 406, 408, 410, 412, 413, 414, 416, 428, 450, 451, 496

All MKTG courses are calculated into major GPA except 311.

**ELECTIVES AND OTHER COURSES**

COURSE	TITLE	PRE-REQS	GRADE	CR	TRANSFER	Suggested Year
Free elective	See choices below	See catalog		3		Freshman-Senior
Free elective	See choices below	See catalog		3		Freshman-Senior
Free elective	See choices below	See catalog		3		Freshman-Senior
2/400 Free ele	See choices below	See catalog		3		Sophomore-Senior
Upper Gen Ed	See back of sheet	See catalog		3		Junior-Senior
Upper Gen Ed	See back of sheet	See catalog		3		Junior-Senior

Free elective Any level, 3-credit course

Upper Gen Ed: See backside of this sheet for explanations and classes

2/400 Free elective: Any 200-400 level, 3-credit course

# Lower and Upper General Education

**Fine and Performing Arts:** ARTH 121A, ARTS 122A, MUSC 264A, DANC 185A, THEA 241A, or GEN 101\*

**Foreign Language** can be satisfied by:

- Six credits at Old Dominion University

ARAB 111F      CHIN 111F      FR 101F -102F      GER 101F-102F      RUS 101F-102F  
ITAL 101F-102F      JAPN 111F      LATN 101F-102F      SPAN 101F-102F, 121F

- Valid Associate's Degree from Virginia Community College

- 3 years of one language in High School OR 2 years of one language and two years of another in High School

- If you graduated from High School before December 31, 1985.

*SEND TRANSCRIPTS TO ODU ADMISSIONS TO GET HIGH SCHOOL FOREIGN LANGUAGES SATISFIED!!!*

**History:** HIST 101H, 102H, 103H, 104H, 105H, or GEN 101\*

**Literature:** ENGL 112L, 144L, FLET 100L, or GEN 101\*

**Natural Science and Technology:**

BIOL 108N-109N, 115N-116N      CHEM 101N-102N, 115N-116N

GEOL 110N-112N, 111N-112N      OCEN 106N-107N

PHYS 101N-102N, 103N-104N(Intro to Astronomy), 111N-112N, 231N-232N

The Natural Science is only satisfied by the completion of a series (i.e. OCEN 106 and 107). Exceptions are only given to students who transfer in two science courses not from the same series when *starting* as an ODU student.

**Philosophy:** PHIL 110P, 120P, 150P, or GEN 101\*

\*GEN 101 is a required course for all first year students and transfer students with fewer than 12 transfer credits. GEN 101 may be substituted for any one of the following perspectives: Fine and Performing Arts, History, Literature, or Philosophy.

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## UPPER GENERAL EDUCATION REQUIREMENT – Three options

- A. Any approved non-business minor, a second degree, or second non-business major. See Catalog or contact appropriate academic department for requirements. *A double major or minor in ECON can satisfy this requirement. See the Undergraduate Economics Advisor for more information.*
- B. 9 hours from cluster courses for students pursuing professional baccalaureate (BSBA) \*\*\*Most Business students do one of the Clusters listed below, as one of the classes may be already a requirement in your major or CBK. When this is the case, you only need to do two more classes from one of the groupings below. **DO NOT MIX CLUSTERS!!** See Catalog for all options and pre-requisites.
- C. BSBA majors adding a minor or second major in CBPA: You must also take 6 hours of 2/400 level courses outside the CBPA, or in study abroad. Transfer courses will also satisfy this requirement, as long as the courses transferred are classes outside the CBPA and at the 2/400 level.

### 1. Administrative Leadership and Ethics for Professional Roles

COMM 351      MGMT 325 (CBK)      MGMT 350 or MKTG 414      PHIL 303      PSYC 303 (must have PSYC 201 first)

### 7. Impacts of Technology Cluster

OPMT 303T (CBK)      GEOG 306T      HIST 389T      OTS 370T      OTS 382  
CS 300      GEOG 305      PHIL 383T      POLS 350T

### 10. World Cultures: Values and Visions

COMM 400      ENGL 371      IT 425      MKTG 411      MGMT 361      PHIL 354      PSYC 420      WMST 401

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## HOW DOES MY ASSOCIATES DEGREE (AA/AS/AA&S) COURSEWORK TRANSFER?

\*A student from a Virginia Community College who transfers to Old Dominion University will be considered to have satisfied the **GENERAL EDUCATION COURSES** and **Foreign Language** listed on this curriculum sheet, with the **EXCEPTION** of **MATH 162M, MATH 200, ENGL 111C, and COMM 101R, COMPUTER LITERACY**. The College of Business Main Advising Office will have to look at your transcript to determine if you have taken equivalent course work to those five classes.

<http://www.odu-cbpa.org/catalogchanges.htm>

(Check out this link for class changes in clusters)

*Students are held individually responsible for the information contained in the University Catalog. Failure to read and comply with University regulations will not exempt students from whatever penalties they may incur.*