

Old Dominion University
2008-2009 B.S.B.A Marketing

Name: _____

UIN: _____

Requirements for graduation include a minimum cumulative grade point average of 2.00 overall and in the major, 120 credit hours, passage of the Exit Examination of Writing Proficiency, and completion of Senior Assessment.

LOWER DIVISION GENERAL EDUCATION COURSES

COURSE	TITLE	PRE-REQS	GRADE	CR	TRANSFER	Suggested Year
COMM 101R	Public Speaking	None		3	CST 100,105,110	Freshman-Sophomore
ENGL 110C	English Comp I	Test into	C or better	3	ENG 111	Freshman-Sophomore
ENGL 111C	English Comp II	ENGL 110C		3	ENG 112 or 210	Freshman-Sophomore
Fine Arts	See back of sheet	None		3	SEE GUIDE	Freshman-Sophomore
History	See back of sheet	None		3	SEE GUIDE	Freshman-Sophomore
Literature	See back of sheet	none		3	SEE GUIDE	Freshman-Sophomore
MATH 162M	Pre-Calculus	MATH 102M	C or better	3	MTH 163	Freshman-Sophomore
Natural Science I	See back of sheet	None		4	SEE GUIDE	Freshman-Sophomore
Natural Science II	See back of sheet	See catalog		4	SEE GUIDE	Freshman-Sophomore
Philosophy	See back of sheet	None		3	SEE GUIDE	Freshman-Sophomore
Foreign Language I	See back of sheet	None		3	HS waiver or guide	Freshman-Sophomore
Foreign Language II	See back of sheet	101F class		3	HS waiver or guide	Freshman-Sophomore

COMMON BODY OF KNOWLEDGE (CBK) COURSES

COURSE	TITLE	PRE-REQS	GRADE	CR	TRANSFER	Suggested Year
ACCT 201	Prin of Acct I	None	C or better	3	ACC 211	Sophomore
ACCT 202	Prin of Acct II	ACCT 201		3	ACC 212	Sophomore
DSCI 206	Stats for Business	MATH 162M		3	BUS 216/BUS 221 & 227	Sophomore
DSCI 306	Stat Dec Analysis	Math 200, DSCI 206		3		Junior
ECON 201S	Prin of Macroecon	MATH 101M, or Higher *		3	ECO 201	Sophomore
ECON 202S	Prin of Microecon	MATH 101M, or Higher *	C or better	3	ECO 202	Sophomore
ECON 301	Managerial Economics	ECON 201S, ECON 202S, DSCI 206. Co-req: Calc		3		Junior
FIN 323	Intro to Finance	ACCT 201, ECON 202S		3		Junior
FIN 331	Legal Environ	Junior standing		3		Junior
IT 360T	Princ Info Tech	Junior standing		3		Junior
MGMT 325	Contemp Org Mgmt	Junior standing		3		Junior
MKTG 311	Mktg Prin	Junior standing		3		Junior
OPMT 303T	Ops Mgmt Tech	Junior standing		3		Senior
MGMT 485W	Business Strategy and Policy	Senior standing, FIN 323, MGMT 325, MKTG 311, OPMT 303T		3		Senior

CBK GPA _____ MUST BE AT LEAST 2.0 *Must have credit for MATH 101M or higher or else have a math placement test score or SAT Math score sufficient to place into MATH 102M.

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 Marketing	MKTG 311 & junior		3		Junior
MKTG 490	MKTG policy & strat	MKTG 311, 402, 407 and 2 additional 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 all MKTG courses except 311 are used to calculate the major GPA.
 MKTG electives: 367, 368, 369, 403, 404, 405, 406, 408, 410, 412, 413, 414, 416, 428, 450, 451, 496.

ELECTIVES AND OTHER COURSES

COURSE	TITLE	PRE-REQS	GRADE	CR	TRANSFER	Suggested Year
MATH 200	Calculus for Business	MATH 162M		3	MTH 270, 271	Freshman-Sophomore
BUSN 135	Intro Office Prod Soft	None		1	BUS 226/ITE 115	Freshman-Sophomore
2-400 Free ele	See choices below	See catalog		3		Sophomore-Senior
Free elective	See catalog	See catalog		3		Freshman-Senior
Free elective	See catalog	See catalog		3		Freshman-Senior
Free elective	See catalog	See catalog		3		Freshman-Senior
GenEd Cluster	See choices on back of sheet	See catalog		3		Junior-Senior
GenEd Cluster	See choices on back of sheet	See catalog		3		Junior-Senior

200-400 Free Elective: Any 200-400 level class that is offered by Old Dominion University

Free elective: Any class at Old Dominion University

General Education Cluster: See reverse side of sheet for descriptions and choices

Lower and Upper General Education

Foreign Language

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

Computer Skills SATISFIED IN THE MAJOR

(Accounting and BA Econ majors are the only ones required to pick from this list. All other majors satisfy this requirement within the BSBA curriculum)

Fine and Performing Arts ARTH 121A; ARTS 122A, COMM/THEA 270A, MUSC 264A, DANC 185A, THEA 241A

History HIST 101H, 102H, 103H, 104H, 105H

Literary ENGL 112L, 144L, FLET 100L

Philosophy PHIL 110P, 120P, 150P

Natural Science and Technology

BIOL 108N-109N, 115N-116N CHEM 101N-102N, 115N-116N
OEAS110N-112N, 111N-112N OEAS 106N-107N
PHYS 101N-102N, 103N-104N (Into to Astronomy), 111N-112N, 231N-232N

FOREIGN LANGUAGE REQUIREMENT Can be satisfied by:

- Six credits at Old Dominion University
- 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 ROLLINS HALL TO GET HIGH SCHOOL FOREIGN LANGUAGES VARIFIED!!!

Upper Division General Education

Option A - Any approved non-business minor, a second degree, or second non-business major. See ODU Catalogue for minor requirements. *Double major or minor in ECON can satisfy this requirement. See Dr. Eric Anderson, Constant Hall, Room 2051 for more information.*

BSBA majors adding a minor or second major in the College of Business: You must also take 6 hours of 200-400 level courses outside the CBPA, or in study abroad. Transfer courses will also satisfy this requirement, as long as they are classes outside the College of Business and at the 200-400 level

Option B - 9 hours from cluster courses for students pursuing professional baccalaureate (BSBA)

***Most Business students do 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!!**

1. Administrative Leadership and Ethics for Professional Roles

COMM 351U PHIL 303U MGMT 325 MGMT 350 or MKTG 414 PSYC 303 (prerequisite is PSYC 201S)

7. Impacts of Technology Cluster

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

10. World Cultures: Values and Visions

ENGL 371 PHIL 354 MKTG 411 MGMT 361 PSYC 420 WMST 401

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 evaluate your transcript to determine if you have taken equivalent course work to these five classes.