

<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	Transfer Guide	Human Creativity	Transfer Guide
Oral Communication: COMM 101R required	CST 100, 105 or 110*	Information Literacy and Research	Transfer Guide
PHIL 230E or upper level "E" course	PHI 220, 225 or 226*	<u>BSBA Core:</u>	
<u>BSBA Core:</u>		ACCT 202	ACC 212*
ACCT 201	ACC 211*	ECON 202S	ECO 202*
ECON 201S	ECO 201*	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	
		MKTG 411	

<u>BSBA Core:</u>	<u>VCCS Equivalency:</u>	<u>Major Coursework:</u>	<u>VCCS Equivalency:</u>
MGMT 485W (C or better required)		MKTG 490	
<u>Major Coursework:</u>		MKTG 460	
MKTG 407		MKTG Digital Elective***	
MKTG 450		200-400 Level Free Elective***	
MKTG 455		Free Elective***	
Upper Division General Education: Option D**		Upper Division General Education: Option D**	

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.