

Pathway

Eastern Shore Community College Associate of Arts and Science in Business Administration Radford University Bachelor of Business Administration in Marketing

Based on degree requirements for the 2022-23 academic year

Eastern Shore CC Associate of Arts and Science in Business Administration			
Fall Semester		Spring Semester	
First Year	Cr.	First Year	Cr.
SDV 100	1	MTH 161	3
ENG 111	3	HIS 111 or HIS 112 or HIS 121 or HIS 122	3
BIO 101 or CHM 111 or PHY 201	4	BIO 102 or CHM 112 or PHY 202	4
ENG 112	3	MTH 162	3
ITE 152	3	PHI 220	3
BUS 100	3		
	17		16
Second Year	Cr.	Second Year	Cr.
ENG 225 or ENG 245 or ENG 246 or ENG 250 or ENG 255 or ENG 258	3	ENG 225 or ENG 245 or ENG 246 or ENG 250 or ENG 255 or ENG 258	3
ECO 201	3	ECO 202	3
MTH 263 or MTH 264	4	CST 110	3
ACC 211	3	ACC 212	4
	14		13

Radford University Bachelor of Business Administration in Marketing			
Third Year	Cr.	Third Year	Cr.
MKTG 101	3	MKTG 350	3
FINC 331	3	MGNT 333	3
MGNT 322	3	BLAW 203**	3
MKTG 340	3	MKTG elective	3
ITEC 281*	3	ECON 340	3
	15		15
Fourth Year	Cr.	Fourth Year	Cr.
MKTG 446	3	MGNT 428	3
MGNT 357	3	MKTG 445	3
MKTG elective	3	Marketing elective	3
MKTG elective	3	Elective	3
Elective	3	Elective	3
	15		15

Notes

In accordance with the State Policy on Transfer, students who transfer to Radford University from a Virginia Community College will have satisfied Radford University's REAL General Education Curriculum if: (1) **they have earned a transferrable Associate's degree**; (2) they are able to earn such a degree by successfully completing the Virginia Community College courses remaining for the degree concurrently with the first semester of enrollment at Radford University; or (3) they will earn the associate's degree as a result of credit earned during the first semester of enrollment at Radford University, up to a maximum of 10 hours.

Students must complete at least 120 credit hours to earn a Bachelor of Business Administration (BBA) degree; of these 30 hours must be completed at Radford University, including at least half of the hours in the major. Students pursuing a BBA must earn a major GPA 2.250 in order to graduate (the major GPA is defined as all courses in the BBA core and all courses prescribed for the major). Additional Information is available in the Radford University Undergraduate Catalog. Additional Information about transferring to Radford University is available from the Office of Admissions. **For any course to count for transfer, it must be completed with a grade of "C" or higher.**

Course requirements, names and numbering are subject to annual review to ensure compliance with any changes at either institution.

Useful Information

- For information about the Marketing program, contact the Department Chair, Dr. Wil Stanton, at wstanton@radford.edu
- Radford University Department of Marketing: <http://www.radford.edu/marketing>
- Radford University Davis College of Business & Economics: <https://www.radford.edu/davis-college>
- Davis College of Business and Economics Advising Center: <https://www.radford.edu/content/cobe/cobe-advising.html>
- Radford University: <http://www.radford.edu>
- Radford University Catalog: <http://catalog.radford.edu>
- Radford University Office of Admissions: <http://www.radford.edu/content/admissions/home/transfer-landing.html>