

Pathway

New River 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

New River Community College Associate of Arts and Science in Business Administration			
Fall Semester		Spring Semester	
First Year	Cr.	First Year	Cr.
ENG 111	3	ENG 112	3
HIS 101 or HIS 121	3	MTH 261 or BUS 241*	3
MTH 161	3	ITE 152 or CSC 110	3
SDV 100	1	Social Science Elective(s)	3
Natural Science I w/ Lab Elective(s)	4	Natural Science II w/Lab Elective(s)	4
	14		16
Second Year	Cr.	Second Year	Cr.
ACC 211	4	ACC 212	4
ECO 201	3	ECO 202	3
ENG 200 level Literature Elective	3	AA&S Humanities/Fine Arts Electives(s)	3
MTH 245 or BUS 216 or BUS 224	3-4	CST 100	3
Health/Physical Ed. Elective(s)	1	Business Administration Elective(s)	3
	14-15		16

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
Elective	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

*BUS 241 will transfer to Radford as the equivalent of BLAW 203

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 cores 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>