

Pathway

Virginia Western Community College Associate of Science in Business Administration Radford University Bachelor of Business Administration in Marketing

Based on degree requirements for the 2022-23 academic year

| Virginia Western Community College Associate of Science in Business Administration | | | |
|--|------------|-------------------------------|------------|
| Fall Semester | | Spring Semester | |
| First Year | Cr. | First Year | Cr. |
| ENG 111 | 3 | ENG 112 | 3 |
| BUS 100 | 3 | ITE 152 | 3 |
| MTH 161 | 3 | MTH 261 | 3 |
| SDV 101 | 2 | CST 100 | 3 |
| ACC 211 | 4 | ACC 212 | 4 |
| | 15 | | 16 |
| | | | |
| Second Year | Cr. | Second Year | Cr. |
| Science Sequence Elective | 4 | Science Sequence Elective | 4 |
| ECO 202 | 3 | ECO 201 | 3 |
| MTH 245 | 3 | Humanities/Fine Arts Elective | 3 |
| English Literature Elective | 3 | MTH 262 | 3 |
| HIS 111 | 3 | | |
| | 16 | | 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>