

Bachelor of Science in Business

Administration

Marketing Management with a Major in Digital Marketing (BSBA)

Chuanyi Tang, Chair

Michelle Carpenter, Chief Departmental Advisor

From building iconic brands to understanding why people buy what they buy, marketing is the exciting interface between companies and their customers and other stakeholders. It builds valuable relationships for companies and makes them more competitive in the marketplace. The marketing management degree program teaches students marketing, communication, and analytical knowledge and prepares students for high-demand marketing career opportunities in today's and tomorrow's global environment.

The marketing management degree program offers a general marketing major and three distinctive career-oriented majors:

1. Digital marketing major, which equips graduates with the knowledge base and skill set to leverage digital marketing platforms such as social media and search engines;
2. Marketing analytics and research major, which produces graduates for fast-growing career opportunities in the field of deriving deep customer insight and effective marketing strategy from data; also suitable for students interested in pursuing a graduate degree in marketing or related areas;
3. Professional sales major, which prepares graduates for a successful career in business-to-business sales.

For completion of a major under marketing management, a student must have a minimum overall cumulative grade point average of 2.00 in all courses taken toward the major. In addition, a grade of C- or better is required in all marketing courses counted toward the major. A student who seeks a Bachelor of Science in Business Administration degree in one of the marketing management majors from Old Dominion University must, in addition to meeting other requirements of the University, earn a minimum of 25 percent of the total number of credits required for the degree (for example, 30 credits in a 120-credit degree program) through on- or off-campus instruction. This must include a minimum of 12 credit hours of upper-level MKTG courses.

Strome College of Business (SCB) Center for Undergraduate Advising and Student Success

The mission of this office is to challenge and support students in self-exploration and, through advising, provide resources for them to develop an achievable plan for success. Our vision is for students to be aware of their academic, personal, and professional goals; empowered to pursue them; and confident in their ability to accomplish them.

Our professional advisors work with all freshmen, new transfer students, or students changing majors regarding admission, continuance, and graduation requirements and required curricula for the majors and minors offered by the College. Additionally, the office serves all Strome College of Business students as a satellite of the Center for Career & Leadership Development, assisting students with internships and job placement.

Additionally, the Center assists students with information and access to supplemental success programs and tools such as peer tutoring, mentoring, and the Tanner Business Fellows.

Degree Requirements

Students in all of the Bachelor of Science in Business Administration degree programs must fulfill the University General Education requirements (including foreign language) as well as the Strome College of Business's core, major, and elective requirements. Students must choose at least one major area to meet requirements towards the degree. The major areas are: accounting, business analytics, economics, enterprise cybersecurity, finance, human resource management, international business, information systems and technology, management, marketing, personal financial planning, real estate, and risk management and insurance.

To stay in compliance with AACSB accreditation standards, students receiving a Bachelor of Science in Business Administration from Old Dominion University must complete at least half of their business course work in residence with a minimum of four courses in their declared major. This equates to 10 business classes, thus meeting the University's residency requirement as well.

Majors in the college may not take business and public administration courses for pass/fail credit except those courses in which pass/fail is the only grading option (i.e., internships and practica).

No more than four hours of activity credit (used as free electives) may be applied to degree requirements for students majoring within the college.

Eligibility to Enroll in Upper-Level (300/400-level) Business Courses

Only students who have officially completed **Step 1** Admission to the BSBA program (see below) will be eligible to enroll in upper-level (300/400) business courses (refer to exceptions for non-business majors). However, students who have completed **Step 1** Admission but not **Step 2** Admission to the BSBA program (see below) are limited to completing a maximum of 18 credit hours of upper-level business courses. Note: These students will need a Program Restriction Waiver (PRW) to enroll in any 300/400 level business or economics course, with the exception of FIN 323, MGMT 325, MKTG 311, and OPMT 303. Intended Business majors do not need a PRW to enroll in those four courses. However, there may be class standing and/or prerequisite requirements. Forms to request a PRW to enable enrollment in other 300/400 level business courses before completion of Step 2 admission are available on the Strome College of Business website.

Students with extenuating circumstances may petition the Associate Dean for Academic Programs in the Strome College of Business in writing for a one-time, one-semester waiver of the 18 hour limitation on enrollment in 300/400-level business courses without **Step 2** Admission to the BSBA degree program.

Enrollment in 300/400-level Business Courses by Non-Business Majors

Enrollment in 300/400-level business courses will be granted without Step 1 Admission or Step 2 Admission to the bachelor's degree program in business administration for the following exceptions:

1. Students pursuing a declared minor in the Strome College of Business may enroll in 300/400-level business courses appropriate to the minor.
2. Students pursuing Upper-Division General Education Requirement Option B: Interdisciplinary Minor or Option D: Six hours of elective upper-division courses outside the student's major discipline or college.
3. Students wishing to satisfy the Impact of Technology requirement may enroll in IT 360T.
4. Students pursuing a degree program other than the Bachelor of Science in Business Administration (BSBA) that requires or accepts specific 300/400-level business courses to complete the degree may enroll in the courses appropriate to the major.
5. Non-degree-seeking students may enroll in 300/400-level business courses if they have satisfied the prerequisites for these courses.

Students in categories 1 - 5 above who do not have a declared major will need a Program Restriction Waiver (PRW) in order to enroll in any 300/400-level Strome College of Business course (including Economics courses).

Forms to request a PRW are available at the Strome College of Business website.

Admission to the Undergraduate Program in Business Administration

General Requirements

Applicants for admission to the undergraduate degree program in business administration (the Bachelor of Science in Business Administration) should apply initially to the Office of Admissions of Old Dominion University. Students cannot be accepted into business administration without first being admitted to the University. Admission to the University does not guarantee admission to the Bachelor of Science in Business Administration (BSBA) program. Candidates for admission to the BSBA program should indicate on the application to the University their intention to enter the undergraduate business administration degree program.

Admission to the BSBA degree program is a two-step process. Students must first successfully complete **Step 1** Admission requirements (described below), and be certified as having done so, before undertaking the requirements for **Step 2** Admission to the BSBA degree program (described below).

All candidates for admission to the undergraduate business administration program should contact the Strome College of Business directly for an Application for Step 1 Admission or an Application for Step 2 Admission to the program. Applications are available on the Strome College of Business's website, in all of its department offices, and in the College's Undergraduate Advising office. Normally, students should apply for Step 1 Admission in their sophomore year. The Strome College of Business will notify students of the Step 1 Admission decision. Students should normally apply for Step 2 Admission in their junior year. The Strome College of Business will notify students of the Step 2 Admission decision. Students will remain "Intended" business majors until their Step 2 application has been approved.

Admission to the Bachelor's Degree Program in Business Administration: Step 1

Before Step 1 Admission to the bachelor's degree program in business administration can be granted, a student must have earned a grade of C or higher in each of the business Step 1 Admission courses:

BUSN 110	Introduction to Contemporary Business	1
ENGL 110C	English Composition	3
MATH 162M	Precalculus I	3
ACCT 201	Principles of Financial Accounting	3
ECON 202S	Principles of Microeconomics	3

BUSN 110 is not required for students pursuing an Information Systems and Technology major (excluding Business Analytics) or for any student with an associate's degree in business administration or with a prior bachelor's degree in business administration. Students may utilize the Grade Forgiveness Policy for the business Step 1 Admission courses.

Transfer students may complete business Step 1 Admission courses BUSN 110, ENGL 110C, MATH 162M, ACCT 201, and ECON 202S at another accredited college or university, but are responsible for having Transfer Evaluation Services determine that the courses are acceptable to the University. Transfer students with associate's degrees from Virginia community colleges that have articulated transfer agreements with ODU that do not require taking ENGL 110C must substitute ENGL 211C or ENGL 231C for ENGL 110C in the list of business Step 1 Admission courses. All transfer students must have a transfer student evaluation completed by Transfer Evaluation Services to be used as documentation that the transfer courses are acceptable.

Waiver of Eligibility Requirements to Enroll in Upper-Level Business Courses for Students Pursuing Step 1 Admission

Students with extenuating circumstances may petition the Associate Dean for Academic Programs in the Strome College of Business (Room 2004 Constant Hall) in writing for a one-time, one-semester waiver of the

restriction on enrollment in upper-level (300/400) business courses without Step 1 Admission to the bachelor's degree program in business administration. Waivers will be granted under the following conditions:

1. The waiver has not been granted previously.
2. The student must have successfully completed at least 42 credit hours applicable to the BSBA degree program.
3. During the semester for which the waiver is granted, the student must enroll in all remaining business Step 1 Admission courses whose successful completion with a grade of C or better would allow normal Step 1 Admission to the bachelor's degree program in business administration.

Appealing a Denial of Step 1 Admission to the Undergraduate Business Administration Program

Students who do not achieve a grade of C or higher in the business Step 1 Admission courses BUSN 110, ENGL 110C, MATH 162M, ACCT 201, and ECON 202S after utilizing the Grade Forgiveness Policy may appeal in writing to the Associate Dean for Academic Programs in the Strome College of Business documenting the reasons why the student should be granted Step 1 Admission to the bachelor's degree program in business administration. The Associate Dean will review the student's other coursework to determine if the student has maintained an overall 2.00 grade point average in at least 25 semester hours or 42 quarter hours from Old Dominion University or an accredited institution of higher education. In this case, the requirement for a grade of C or better in each of the Step 1 Admission courses may, at the discretion of the Associate Dean, be waived.

Admission to the Bachelor's Degree Program in Business Administration: Step 2

Students must first successfully complete Step 1 before undertaking the requirements for Step 2 Admission to the bachelor's degree program in business administration. Students must apply for Step 2 Admission to the program no later than the end of the semester in which they complete the following requirements:

1. Earn an overall cumulative grade point average of at least 2.00 in all courses taken through Old Dominion University.
2. Complete at least 12 hours of upper-level (300/400) courses through Old Dominion University, which must include at least six hours of upper-level courses from the Strome College of Business's BSBA Core coursework. Note: students pursuing Step 2 admission will need a Program Restriction Waiver (PRW) to enroll in any 300/400 level business course with the exception of FIN 323, MGMT 325, MKTG 311, and OPMT 303. Forms to request a PRW are available on the College's website.
3. Earn a 2.00 cumulative grade point average or higher in all upper-level courses taken through Old Dominion University.
4. Earn a 2.00 cumulative GPA or higher in all BSBA Core courses taken through Old Dominion University.

Students not meeting these requirements may refer to the appeal procedures below.

Appealing a Denial of Step 2 Admission to the Bachelor's Degree Program in Business Administration

Students who do not fulfill the requirements for Step 2 Admission, but who have at least a 2.00 cumulative grade point average in all of the business courses taken in the Strome College of Business at Old Dominion University, may appeal in writing to the Associate Dean for Academic Programs in the Strome College of Business. The appeal must document the reasons why the student should be granted Step 2 Admission to the bachelor's degree program in business administration. In this case, the regular Step 2 Admission requirements may, at the discretion of the Associate Dean, be waived.

Fast Track Admission to the Bachelor's Degree Program in Business Administration

Students who complete the five courses required for Step 1 of the BSBA admission process (see above) with a grade of B or higher in all five and have a cumulative GPA of 3.0 or higher are eligible for Fast Track Admission. Fast Track Admission allows the student to become fully admitted to the BSBA degree program and move from an Intended to a Declared major at the time their Step 1 application is processed. Students transferring in any of the Step 1 courses are eligible for Fast Track Admission after completing at least 12 credits of course work at ODU if they present an unofficial transcript showing earned grades of B or higher in the Step 1 courses transferred to ODU, and have a cumulative GPA of 3.0 or higher at all prior institutions and at ODU.

Regulations for Continuance in the Bachelor of Science in Business Administration

In addition to the Old Dominion University continuance policies, the following policies are specific to all declared Bachelor of Science in Business Administration (BSBA) students. The Strome College of Business makes a reasonable effort to notify undergraduate students who are not in good academic standing in the BSBA program of their academic status. Each undergraduate student who is placed on BSBA Academic Alarm or BSBA Termination (explained below) will be sent an e-mail message to that effect at the student's Old Dominion University e-mail address, in accordance with the Electronic Communication Policy for Official University Business. Non-receipt of the e-mail messages by a student will not be considered grounds for granting exceptions or delays in enforcement of the BSBA continuance regulations.

BSBA Continuance Regulations

At the end of each semester—fall, spring, and summer—the Strome College of Business reviews the records of all students who do not maintain at least a 2.00 cumulative grade point average (GPA) in the BSBA Core coursework and acts according to the following policies:

1. **BSBA Academic Alarm.** A student will be placed on BSBA Academic Alarm when the student's cumulative GPA in the BSBA Core falls below 2.00 at the end of a semester, including summer terms. Consistent with the University continuance policy, a student on BSBA Academic Alarm may not enroll in more than 14 credit hours in fall and spring semesters, no more than six credits in the summer terms, and no more than one course in any single summer term. The enrollment limit may be waived under extenuating circumstances and with the permission of the Associate Dean for Academic Programs in the Strome College of Business.

A student on Academic Alarm must achieve a cumulative GPA in the BSBA Core of at least 2.00 at the end of the next semester of attendance to return to good BSBA academic standing. The student will continue on Academic Alarm each semester if the cumulative GPA in the BSBA Core remains below 2.00, but the semester GPA in the BSBA Core is 2.00 or above. Failure to achieve a semester GPA in the BSBA Core of at least 2.00 will result in termination from the BSBA program. While on BSBA Academic Alarm, it is the student's responsibility to contact the College's Undergraduate Advising Office by email (businessadvising@odu.edu) in the first month of each semester to discuss the student's plan to return to good BSBA academic standing. Should a student decide not to enroll at the University for a semester or other period of time, his or her status will remain the same upon returning.

2. **BSBA Termination.** A student on BSBA Academic Alarm who fails to achieve a semester GPA in the BSBA Core of at least 2.00 at the end of a fall or spring semester is terminated from the BSBA program. Upon BSBA termination, the student's major in the Strome College of Business will be removed. (This does not affect a declared second major outside of the BSBA.) These students are advised to work with an advisor in the SCB Center for Undergraduate Advising to explore other major options, and for referrals to other advising departments for a new major declaration.

A student on BSBA Academic Alarm who fails to achieve a semester GPA in the BSBA Core of at least 2.00 in a summer term will not be terminated but will continue in BSBA Academic Alarm status.

Guidelines for Filing a BSBA Termination Appeal

1. All students have the right to appeal their BSBA termination if they believe that extraordinary circumstances were the main reason for their poor academic performance. Notifications of pending BSBA termination are sent to the student's ODU email address and include information on the appeal process and deadlines. All BSBA termination appeals must be submitted electronically using the link provided in the email and will be reviewed by the SCB Termination Appeal Committee. Students are responsible for submitting their appeal by the stated deadline; late appeals will not be reviewed. Decisions of the Termination Appeal Committee may be appealed to the Associate Dean for Academic Programs in the Strome College of Business whose decision is final.

2. Appeals must be based on circumstances pertinent to the semesters in which the academic difficulty occurred that were beyond the control of the student and for which official withdrawal from the course(s) was not an option. Appeal letters must be legible and authored by the terminated student.

The appeal letter must provide sufficient detail and explanation regarding the following points because there is no face-to-face meeting with the Associate Dean for Academic Programs in the Strome College of Business. The decision of the Associate Dean is final. Students without documentation will not be allowed to appeal their termination.

In order to be reviewed, an appeal letter must:

- a. Document the extraordinary circumstances such as a death in the family, medical complications or chronic conditions, personal or family emergency, overwhelming work schedules, dorm-mate conflict, or a personal relationship conflict that have adversely affected performance: i.e., a statement or letter from a physician, employer, family members, faculty, academic advisor, Counseling Services, or Educational Accessibility.
 - b. Explain how the extraordinary circumstances caused each semester of poor academic performance.
 - c. State the reasons why an official withdrawal was not requested.
 - d. Explain how the extraordinary circumstance(s) has been resolved.
 - e. Provide a plan of action to return to good BSBA academic standing.
3. Students who do not file a BSBA termination appeal or whose appeals are denied, are no longer eligible to pursue a bachelor's degree in Business Administration. Upon BSBA termination, the student's major in the Strome College of Business will be removed. (This does not affect a declared second major outside of the BSBA.) These students are advised to work with an advisor in the SCB Center for Undergraduate Advising to explore other major options, and for referrals to other advising departments for a new major declaration.
 4. BSBA-terminated students who had pre-registered for a subsequent semester lose eligibility for continued enrollment in upper-level business courses.

Applying for Readmission to the BSBA Program

After a minimum of five years has passed since a student was terminated from the BSBA program, the student may apply for readmission to the program. There must be a high probability the student will successfully complete the degree program, and approval will be at the discretion of the Strome College of Business Associate Dean.

The decision will be based on an evaluation of the student's transcript and on a written statement from the student explaining how circumstances that previously prevented the student from succeeding have changed in the intervening time period.

If readmitted, a student will be required to take all BSBA Core courses, and their prerequisites, that have not been completed with a grade of C or better, and any other courses required for the student's degree program under the most recent Undergraduate Catalog.

If a student is readmitted, BSBA Core course grades of C- or lower earned before termination will not be included in future BSBA Core GPA calculations (though they will remain on the transcript).

Requirements

Lower-Division General Education

Written Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written)	6
Oral Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral)	3
Mathematics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math)	3
Language and Culture (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language)	0-6
Information Literacy and Research (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information)	3
Human Behavior (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior)	3
Human Creativity (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity)	3
Interpreting the Past (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret)	3
Literature (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature)	3
Philosophy and Ethics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy)	3
The Nature of Science (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature)	8
Impact of Technology (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact)	3

Oral Communication: COMM 101R or MKTG 200R required. Additionally, all students majoring in business administration can expect to complete several courses in which individual and/or group oral presentations will be required.

Mathematics: MATH 162M and MATH 200 required.

Information Literacy and Research: IT 150G (recommended) or any "G" course from the approved general education information literacy and research course list.

Human Behavior: Met in the Business Administration core for all majors except Economics.

Philosophy and Ethics must be satisfied by completion of either PHIL 230E or an upper-level "E" course from the approved general education ethics course list. A philosophy course designated with a P will not meet this requirement for business administration students with the exception of a "P" course taken prior to fall 2010.

Impact of Technology requirement is satisfied within each BSBA degree major except Information Systems and Technology by IT 360T. In the Information Systems and Technology majors (excluding Business Analytics), the Impact of Technology requirement is satisfied by the coursework required for the major.

Transfer students with an applicable associate's degree from a Virginia Community College or another community college that has a seamless transfer agreement with ODU, and students with a prior bachelor's degree from another university, must nevertheless have a grade of C or better in the following to be able to transfer them:

COMM 101R	Public Speaking	3
or MKTG 200R	Professional Interactions and Negotiations	
PHIL 230E	Introduction to Ethics (Or an upper-level ethics course)	3
ENGL 211C	Writing, Rhetoric, and Research	3
or ENGL 231C	Writing, Rhetoric, and Research: Special Topics	

MATH 162M	Precalculus I	3
MATH 200	Calculus for Business and Economics	3

Upper-Division General Education

- Option A. Any University-approved minor, second degree, or second major.
- Option B. An interdisciplinary minor consisting of 12 credits, three of which can be in the major. Interdisciplinary minors are described in the University Catalog section labeled Requirements for Undergraduate Degrees, Upper-Division Requirements.
- Option C. An approved certification program, such as teaching licensure.
- Option D. Two Upper-Division Courses from outside the Strome College of Business and not required by the major (6 credits).

Requirements for Graduation

Requirements for graduation include the following:

- Minimum of 120 credit hours.
- Minimum of 30 credit hours overall and 12 credit hours of upper-level courses in the major program from Old Dominion University.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward the major.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward a minor.
- Completion of ENGL 110C, ENGL 211C or ENGL 231C, and the writing intensive (W) course in the major with a grade of C or better. The W course must be taken at Old Dominion University.
- Completion of Senior Assessment.

Business Administration Core

ACCT 201	Principles of Financial Accounting *	3
ACCT 202	Principles of Managerial Accounting *	3
BNAL 206	Business Analytics I *	3
BNAL 306	Business Analytics II	3
ECON 201S	Principles of Macroeconomics *	3
ECON 202S	Principles of Microeconomics *	3
ECON 301	Managerial Economics	3
FIN 323	Introductory Financial Management	3
FIN 331	Legal Environment of Business	3
IT 360T	Principles of Information Technology **	3
MGMT 325	Contemporary Organizations and Management	3
MGMT 485W	Business Policy and Strategy (C or better) ***	3
MKTG 311	Marketing Principles and Problems	3
OPMT 303	Operations Management	3
Total Credit Hours		42

- * Not automatically waived for transfer students with an applicable associate's degree from a Virginia Community College or another acceptable community college, or for students with a prior bachelor's degree from another university. A grade of C or better must be earned to transfer these courses to Old Dominion University.
- ** Students completing a major or minor in Information Systems and Technology (excluding the Business Analytics major) do not take this course.
- *** Students majoring in Economics must complete MGMT 485W, but meet the writing intensive requirement by earning a grade of C or better either in MGMT 485W or in one of the ECON Writing Intensive courses.

Digital Marketing Major*

General Education

Complete lower-division requirements	35-41
Complete upper-division requirements (minimum of 6 credit hours)	6
BUSN 110 Introduction to Contemporary Business **	1
MATH 200 Calculus for Business and Economics	3

Business Administration Core

Complete business administration core requirements	42
--	----

Digital Marketing

MKTG 402 Consumer Behavior	3
MKTG 407 Marketing Research	3
MKTG 411 Multi-National Marketing	3
MKTG 450 Marketing on the Internet	3
MKTG 455 Social Media Marketing	3
MKTG 460 Web Analytics	3
MKTG 490 Marketing Policy and Strategy	3

Select one of the following:	3
------------------------------	---

IT 325 Web Site and Web Page Design	
MKTG 367 Cooperative Education	
MKTG 368 Marketing Internship	
MKTG 369 Practicum	
MKTG 406 Public Relations	
MKTG 412 Retail Marketing	
MKTG 496 Selected Topics in Marketing	

200-400 Level Free Elective	3
-----------------------------	---

Free Electives	6
----------------	---

Total Credit Hours	120-126
---------------------------	----------------

* A grade of C- or better is required in all marketing courses counted toward the major. A grade of C or better is required in MKTG 311 as a prerequisite to upper-level MKTG courses.

** Not required for students pursuing the IT major or for any student with an associate's degree in business administration or with a prior bachelor's degree in business administration.

All 300-400 level MKTG courses, except for MKTG 311, are included in the calculation of the 2.00 overall grade point average for major course work for graduation.

Additional Requirements and Information

Advanced Placement

The college accepts advanced placement credit in accordance with the rules and regulations outlined in the Academic Information section of this catalog. Students may take College-Level Examination Program (CLEP) tests to receive credit for:

ACCT 201 Principles of Financial Accounting	3
ACCT 202 Principles of Managerial Accounting	3
ECON 201S Principles of Macroeconomics	3
ECON 202S Principles of Microeconomics	3
FIN 331 Legal Environment of Business	3
MGMT 325 Contemporary Organizations and Management	3
MKTG 311 Marketing Principles and Problems	3

Students are advised to contact the Office of Prior Learning Assessment for more information regarding CLEP and other prior learning assessment credit options. For advanced placement credit in any other business or public administration course, students are advised to contact the chair of the department offering the course. Additional information about credit

awarded for qualifying scores on AP and IB subject examinations can be found on the ODU website: <https://www.odu.edu/academics/academic-records/score-analysis/ap-ib> (<https://www.odu.edu/academics/academic-records/score-analysis/ap-ib/>).

Practical Work Experience for Business Administration Majors

Students may complement their major studies with a practical work experience, which may take the form of an internship, cooperative education experience or a class containing a real-world, hands-on project. Students must apply for internship or co-op participation through the Strome College of Business Career & Leadership Development Satellite Office. All work experiences must be approved by the faculty sponsor in the appropriate department prior to registering for credit. Students may not earn credit for previous or current work experiences. (However, academic credit for work experience may be approved in accordance with the policies for granting prior learning credit as defined in the section on Prior Learning Assessment Credit Options at the Undergraduate Level in this catalog.) For details see the Center for Career & Leadership Development section of this catalog.

Use of Internship and Similar Hours Toward Business Administration Majors

A student may apply no more than six hours of cooperative education, student internship or practicum courses to satisfy degree requirements. Students may not use more than three hours of cooperative education, student internship or practicum courses to satisfy major elective requirements in each of the students' majors. These courses are numbered 367, 368 or 369. Additional hours of cooperative education, student internship or practicum courses, however, can be used to satisfy other requirements such as free electives or general business electives. Additional internships must each involve substantially different kinds of work experiences. Internships must be approved by the Chief Departmental Advisor of the student's major and the CAP Coordinator of the internship.

Transfer of the Associate of Science in Business Administration Towards Degree Requirements

Students transferring to the college must complete a minimum of 10 business courses offered by the college to earn the degree from Old Dominion University, in accordance with AACSB regulations. Those transfer students holding the Associate of Science in Business Administration degree from a Virginia Community College must earn the grade of "C" or better in the following courses in order to satisfy requirements found in the first two years of the BSBA degree:

COMM 101R Public Speaking	3
ENGL 211C Writing, Rhetoric, and Research	3
or ENGL 231C Writing, Rhetoric, and Research: Special Topics	
MATH 162M Precalculus I	3
MATH 200 Calculus for Business and Economics	3
ACCT 201 Principles of Financial Accounting	3
ACCT 202 Principles of Managerial Accounting	3
ECON 201S Principles of Macroeconomics	3
ECON 202S Principles of Microeconomics	3
BNAL 206 Business Analytics I	3
Select one of the following:	3
PHIL 230E Introduction to Ethics	
Upper-level ethics course	

With the exception of the courses listed above, the University's lower-division General Education requirements are deemed satisfied by the accepted AS degrees. These typically include all AS degrees from the Virginia Community College System except the applied science degrees. For more information about accepted AS degrees contact the Office of Admissions. Associate degree holders, although meeting lower-level General Education requirements, must ensure that 120 credits are completed to earn the BSBA degree. A minimum of 25% of the required credit hours must be completed through Old Dominion University, at least 12 of which are upper-level courses in the major program.

The Strome College of Business does not accept courses completed at the freshman and sophomore levels at other institutions for required courses at the junior and senior level at Old Dominion University. Please see the section on CLEP credits (Prior Learning Assessment Credit Options at the Undergraduate Level) for additional information.

Grade Average Requirements for Graduation

To graduate with a Bachelor of Science in Business Administration degree, students must present a minimum of 120 hours with a minimum overall grade point average of 2.00 in all courses taken at Old Dominion University. Students must also attain a minimum overall grade point average of 2.00 in courses taken toward the major (courses included in the major grade point average calculation are listed following the description of each major's course work).

Additionally, students must attain a minimum overall grade point average of 2.00 in the BSBA Core listed below. Only courses completed at Old Dominion University will be used to compute the BSBA Core average. Students with an Information Systems and Technology major (excluding Business Analytics) are not required to take IT 360T, so the BSBA Core grade point average is computed using the remaining courses. If the BSBA Core average is below the required 2.00 minimum, students are advised to utilize the Grade Forgiveness Policy or Adjusted Resident Credit option when appropriate to improve the grade point average.

Requirements for Completing a Bachelor of Science in Business Administration

The following sections show the courses that are requirements for all business students, regardless of the chosen major: Lower-Division General Education, BSBA Core Courses, and Upper-Division General Education. Credit hours are listed after the course title. The student must also choose a major and complete the requirements listed for that major on the following pages.

Foundation Courses for Admission to the Strome College of Business

ENGL 110C	English Composition (C or better)	3
MATH 162M	Precalculus I (C or better)	3
ACCT 201	Principles of Financial Accounting (C or better)	3
ECON 202S	Principles of Microeconomics (C or better)	3
BUSN 110	Introduction to Contemporary Business *	1

* Not required for students pursuing an Information Systems and Technology major (excluding Business Analytics) or for students with an associate's degree in business administration or with a prior bachelor's degree in business administration.

See the section on Admission to the Undergraduate Program in Business Administration, General Requirements.

Business Elective

A business elective is a course that is offered by an accredited college of business, including the Strome College of Business at Old Dominion University. Public Affairs and Service (PAS) courses offered by the Strome College of Business are not considered as business courses. However, because some business courses cannot be used to satisfy the requirements of certain majors, students must refer to their specific degree program requirements to make sure that they complete appropriate business elective courses. For example, ECON 200S cannot be used to satisfy an elective requirement for students majoring in business administration. Also, IT 360T cannot be used as an elective by students majoring in Information Systems and Technology. Refer to the course description section of this Catalog for full details of courses and their prerequisites.

Free Elective

In the majority of cases a free elective is any course offered by an accredited community college or university, including Old Dominion University. However, because some courses cannot be used to satisfy the requirements

of certain majors, students must refer to their specific degree program requirements to make sure that they complete appropriate elective courses. For example, ECON 200S cannot be used to satisfy an elective requirement for students majoring in business administration. Also, IT 360T cannot be used as an elective by students majoring in Information Systems and Technology. Refer to the course description section of this Catalog for full details of courses and their prerequisites.

Degree Program Guide

The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

Course	Title	Credit Hours
Freshman		
Fall		
ENGL 110C	English Composition (C or better required)	3
MATH 162M	Precalculus I (C or better required)	3
Language and Culture I (May be waived; see requirement details)		0-3
Nature of Science I		4
BUSN 110	Introduction to Contemporary Business (C or better required)	1
Free Elective		3
Credit Hours		14-17
Spring		
ENGL 211C or ENGL 231C	Writing, Rhetoric, and Research (C or better required) or Writing, Rhetoric, and Research: Special Topics	3
MATH 200	Calculus for Business and Economics	3
Language and Culture II (May be waived; see requirement details)		0-3
Nature of Science II		4
Interpreting the Past		3
Credit Hours		13-16
Sophomore		
Fall		
Literature		3
Oral Communication: COMM 101R required		3
Select one of the following:		3
PHIL 230E	Introduction to Ethics	
PHIL 303E	Business Ethics	
PHIL 344E	Environmental Ethics	
PHIL 345E	Bioethics	
PHIL 357E	Ethics and Data	
PHIL 442E	Studies in Applied Ethics	
ACCT 201	Principles of Financial Accounting (C or better required)	3
ECON 202S	Principles of Microeconomics (C or better required)	3
Credit Hours		15
Spring		
Human Creativity		3
Marketing Management with a Major in Digital Marketing (BSBA)		6

Information Literacy and Research		3
ACCT 202	Principles of Managerial Accounting	3
ECON 201S	Principles of Macroeconomics	3
BNAL 206	Business Analytics I	3
Credit Hours		15
Junior		
Fall		
MKTG 311	Marketing Principles and Problems (C or better required for major prerequisite) **	3
BNAL 306	Business Analytics II	3
FIN 323	Introductory Financial Management	3
IT 360T	Principles of Information Technology	3
MGMT 325	Contemporary Organizations and Management	3
Credit Hours		15
Spring		
OPMT 303	Operations Management	3
FIN 331	Legal Environment of Business	3
ECON 301	Managerial Economics	3
MKTG 402	Consumer Behavior (C- or better required)	3
MKTG 411	Multi-National Marketing (C- or better required)	3
Free Elective		3
Credit Hours		18
Senior		
Fall		
MGMT 485W	Business Policy and Strategy (C or better required)	3
MKTG 407	Marketing Research (C- or better required)	3
MKTG 450	Marketing on the Internet	3
MKTG 455	Social Media Marketing	3
Upper-Division General Education		3
Credit Hours		15
Spring		
MKTG 490	Marketing Policy and Strategy (C- or better required)	3
MKTG 460	Web Analytics	3
200-400 Level Free Elective		3
Upper-Division General Education		3
Select one of the following:		3
IT 325	Web Site and Web Page Design	
MKTG 367	Cooperative Education	
MKTG 368	Marketing Internship	
MKTG 369	Practicum	
MKTG 406	Public Relations	
MKTG 412	Retail Marketing	

MKTG 496	Selected Topics in Marketing
Credit Hours	15
Total Credit Hours	120-126

** C or better required as a prerequisite to upper-level MKTG courses.

BSBA to MBA (Master of Business Administration) Linked Program

The linked BSBA is an early entry to the MBA program of study. The early-entry program is designed for well-qualified ODU business administration undergraduate students to begin the MBA program prior to their completion of the undergraduate degree. Well-qualified undergraduate students may take MBA-level courses as early as the junior year. Undergraduate students enrolled in the program may take up to 21 hours of graduate credit that can be applied toward their undergraduate degrees. Of these 21 hours of graduate credit, up to 12 can be applied toward both the undergraduate and graduate degrees. Students participating in the early-entry program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree). Early-entry program students should carefully consider their undergraduate degree program requirements when planning their course of study. Students in the early-entry program work in close consultation with the MBA Program Office to develop an individualized plan of study based on the required coursework outlined below.

Admission Requirements

A potential candidate will have:

1. Achieved a minimum Graduate Management Admission Test (GMAT) score of 550
2. Completed all lower-level general education requirements
3. Completed at least 24 credit hours at ODU with a cumulative GPA of at least 3.0
4. A minimum index of 1200 (index is computed as 200 times the ODU GPA plus GMAT score)

Students who have done exceptionally well in their undergraduate coursework may qualify for a GMAT waiver. These candidates will have:

1. Completed all lower-level general education requirements
2. Completed at least 24 credit hours at ODU with a cumulative GPA of at least 3.5
3. Achieved junior standing

Admissions Procedure

Students interested in the early-entry program should complete the GMAT at least two semesters prior to the semester in which they wish to enroll. Applications to the MBA program should be submitted online following published deadlines in order to begin coursework in the desired semester. When completing the application for admission, students need to select an official admission date that is the semester immediately following their anticipated undergraduate graduation.

Students interested in the program should contact the MBA Program Office as early as possible to discuss their plans for early entry. Once admitted to the program, the MBA program manager will act as the student's co-advisor, along with the chief departmental advisor or chief discipline advisor in the student's undergraduate major. The MBA Program Office is located in 1026 Constant Hall. The phone number is 757-683-3585 and email is mbainfo@odu.edu.

Requirements for the MBA

The MBA degree requires the completion of 43 credit hours for business administration majors. Students will work closely with their undergraduate

advisor to confirm what MBA coursework can be used for the fulfillment of their undergraduate degree requirements.

Students must satisfactorily complete:

Business Foundations - Demonstrated Competence Required *		
MBA 600	Introduction to Statistics	1
MBA 606	Mathematical Foundations for Business	1
MBA 621	Effective Business Writing	1
MBA 638	Spreadsheet Modeling	1
Skills Development		
MBA 607	Ethical Decision Making in Business	1
MBA 646	Emotional Intelligence in the Workplace	1
MBA 648	Building a Professional Brand	1
Core Courses		
ACCT 609	Managerial Accounting	2
ACCT 611	Financial Accounting	2
BNAL 606	Statistics for Managers	2
ECON 607	Managerial Economics	2
FIN 613	Financial Management	2
IT 614	Information and Knowledge Management	2
MGMT 612	Managing in Contemporary Organizations	2
MKTG 608	Fundamentals of Contemporary Marketing	2
OPMT 615	Operations & Supply Chain Management	2
Capstone		
MGMT 621	Strategic Management	3
Depth Courses		
Choose 3 Courses		6
BNAL 610	Fundamentals of Business Analytics	
ECON 618	Global Macroeconomics	
FIN 616	Investments and Portfolio Management	
INBU 620	International Business Issues	
MKTG 617	Marketing Strategy	
MGMT 605	Leadership Dynamics	
Total Credit Hours		34

* **Business Foundations**
The ODU MBA program is designed with both business and non-business undergraduates in mind. All students are required to meet the program's Business Foundations requirements. This set of four, one credit hour courses is designed to ensure students are prepared for the rigors of the MBA core.

** **Sequence of Course Offerings**
While there are limited prerequisites in the MBA program, students are encouraged to follow one of the plans outlined on the program website for the most effective learning plan that meets an individual's schedule requirements. These plans are designed to both accommodate typical student program time-to-completion needs and ensure a successful path through the coursework to program completion. If one of the plans outlined on the website does not meet a student's professional needs, the student should contact the MBA Program Office for an individualized plan.

MBA Electives and Concentrations

Each student must complete a minimum of nine credit hours of electives to earn a General MBA. The elective requirement may be satisfied by selecting from the wide range of electives offered in each of the functional areas in the Strome College of Business as well as from a variety of MBA topic courses. This provides students with the flexibility to choose electives to achieve their desired educational experience. Elective courses may be used from any

graduate program at the University; however, the material must be business related and the courses pre-approved by the program office.

Students may also choose the option to pursue one of the ODU MBA program's high-impact MBA concentrations. These nine credit-hour concentrations allow students to meet all MBA graduation requirements while adding a credential to their MBA degree in a particular area of focus. Students pursuing a concentration will complete a prescribed set of MBA Depth and Elective courses as outlined in the MBA concentrations tables provided in the MBA section of the Graduate Catalog (<http://catalog.odu.edu/graduate/stromecollegeofbusiness/>). Alternatively, students may choose to enhance their learning experience by adding a graduate certificate from those offered at Old Dominion University. Many of the available MBA concentrations listed are comprised of coursework required for an associated graduate certificate. Graduate certificates require a minimum of 12 to a maximum of 24 credit depending upon the certificate and its learning objectives.

Please note that a maximum of 12 credit hours of work at the 500-level can be applied toward the MBA program of study.

Graduate Writing Proficiency

Students in the MBA program are required to meet the Old Dominion University writing requirement. This can be achieved by successfully completing MBA 621.

Continuance Policy

The MBA Program follows the University's Graduate Continuance Policy.

BSBA to MPA (Master of Public Administration) Linked Program

The linked BSBA to MPA program provides qualified Old Dominion University undergraduate students with the opportunity to earn a master's degree in public administration while taking 12 credits of the MPA program as an undergraduate student. The program is designed for highly motivated students with the desire to immediately continue their education after the bachelor's degree. The program is especially relevant to individuals seeking to work (or currently working) in the public or non-profit sectors, but is suitable for students from any undergraduate major. Graduate courses may be taken during the fall and spring semester of the student's senior undergraduate year. After receiving the undergraduate degree, a student will continue with the MPA program, taking MPA courses until completing the required 39 credit hours. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree).

Admission Requirements

A potential candidate will have:

1. Completed all lower level general education requirements
2. Achieved a cumulative GPA of at least 3.0 at the end of the junior year

Requirements for admission to the graduate program can be found in the School of Public Service section of the Graduate Catalog. For additional information, please contact the School of Public Service in the Strome College of Business.