

**PAMPLIN COLLEGE OF BUSINESS**  
**Bachelor of Science in Business**  
**Marketing Major**  
**For Students graduating in calendar year 2008**

<b><u>FRESHMAN YEAR</u></b> (32 semester hours required)	F	SP
ACIS 1504 Introduction to Business Information Systems <sup>1</sup>	3 _____	
ENGL 1105-1106 Freshman English or COMM 1015-1016 COMM Skills <sup>2</sup>	3 _____	3 _____
MATH 1525-1526 Elementary Calculus with Matrices <sup>1,3</sup> (Area 5)	3 _____	3 _____
Scientific Reasoning and Discovery (Area 4)		3 _____
3 _____		
PSYC 2004 <b>OR</b> SOC 1004 Intro. to Psychology or Sociology	3 _____	
Social Science <sup>4</sup>		3 _____
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Free Electives	1 _____	1 _____

<b><u>SOPHOMORE YEAR</u></b> (33 Semester Hours Required)	F	SP
ACIS 2115-2116 Principles of Accounting <sup>1</sup>		3 _____
3 _____		
BIT 2405-2406 Quantitative Methods <sup>1</sup>	3 _____	3 _____
ECON 2005-2006 Principles of Economics (Area 3) <sup>1</sup>		3 _____
3 _____		
Ideas, Cultural Traditions, and Values (Area 2)	3 _____	3 _____
COMM 2004 Public Speaking or if COMM 1015-6 completed, then Non-Business Free Elective <sup>5</sup>	3 _____	
Free Electives (at least one hour of which must be an Area 6 course) <sup>6</sup>	3 _____	3 _____

**PRIOR TO PROCEEDING WITH YOUR JUNIOR LEVEL COURSEWORK**  
**YOU MUST COMPLETE THE UPPER DIVISION REQUIREMENTS AS NOTED IN FOOTNOTE 1**

<b><u>JUNIOR YEAR</u></b> (30 Semester Hours Required)	F	SP
# MGT 3304 Management Theory & Leadership Practice	3 _____	
# MKTG 3104 Marketing Management <sup>7</sup>	3 _____	
# MKTG 4154 Marketing Research	3 _____	
# BIT 3414 Production and Operations Management	3 _____	
# FIN 3104 Introduction to Finance		3 _____
# FIN 3055 Legal Environment of Business		3 _____
# Marketing Major Required Courses (as indicated below)		6 _____
Free Electives <sup>6</sup>	3 _____	3 _____

<b><u>SENIOR YEAR</u></b> (30 Semester Hours Required)	F	SP
# Marketing Major Required Courses (as indicated below)	6 _____	6 _____
# Marketing Major Elective Courses (as indicated on next page)	3 _____	3 _____
# MGT 4394 Business Policy and Strategy		3 _____
Free Electives (at least three hours of which must be the second WI <sup>2</sup> course) <sup>6</sup>	6 _____	3 _____

**MARKETING MAJOR REQUIRED COURSES**

- # MKTG 4204 Consumer Behavior
- # MKTG 4304 Marketing Communications
- # MKTG 4354 Marketing Channels & Logistics
- # MKTG 4554 Buyer-Seller Relationships
- # MKTG 4644 Marketing Society, and the Public Interest
- # \*\*\*MKTG 4754 Strategic Marketing (satisfies in-major writing intensive requirement)

\*\*\*NOTE: MKTG 4754 must be taken during your last semester. MKTG 3104, 4154, 4204, and two of MKTG 4554, 4304, and 4354 must be completed before taking MKTG 4754; the third can be completed concurrently.\*\*\*



**Select SIX HOURS from the following:**

# MKTG 3504 Advertising  
# MKTG 4254 Product and Price Management  
# MKTG 4404 Field Practicum in Marketing  
# MKTG 4454 Sales Force Management  
# MKTG 4504 Marketing and the Internet

# MKTG 4604 Retail Management  
# MKTG 4704 International Marketing  
(Also satisfies Area 7 of the University Core.)  
# MKTG 4734 Real Estate Marketing  
# MKTG 4994 Undergraduate Research

**GENERAL INFORMATION:**

This checksheet applies to students completing their degrees in calendar year 2008 in terms ending May, June, August, or December. A total of 125 semester hours is required for graduation. At least 50% of the curriculum should be taken in general education courses (all courses outside the Pamplin College of Business plus BIT 2405-6, HTM 2454, HTM 3414, HTM 3464, and HTM 3484. All economics courses are outside the college.) To meet this criteria, **students must take at least 13 semester hours of the 21 semester hours free electives outside the departments of ACIS, BIT, FIN, HTM, MGT, and MKTG.** Any exceptions to this curriculum must be approved by the student's Department Head and the Pamplin College of Business Associate Dean for Undergraduate Programs.

In-Major GPA: The GPA in the Marketing Major includes all junior and senior College of Business core courses. These courses are marked with a # above.

Transferring Courses: At least 50% of all Business courses taken in ACIS, BIT, FIN, HTM, MGT, and MKTG required for the degree must be taken at Virginia Tech. Additional requirements and procedures for transferring courses are available in the University Catalog and the Pamplin College of Business form, "Authorization to Take Courses Elsewhere."

Language Requirement: See "Entrance Requirements," University Catalog. College-level language credits used to meet this requirement may not be used to satisfy the minimum number of credits required by the degree.

**FOOTNOTES:**

- <sup>1</sup> Prior to enrolling in junior business courses, students must: have earned at least 60 semester hours; have a GPA of 2.0 or better in the combined series in MATH, ACIS, BIT, and ECON with no grade lower than a C- in any of these courses; and have a cumulative GPA of 2.0 or better for all coursework. To graduate, students must have an overall GPA of at least 2.0 and an in-major GPA of at least 2.0.
- <sup>2</sup> Students entering before Fall 2005 must complete the Freshman English/Communication Skills requirement in addition to another six credit hours from approved Writing Intensive (WI) courses, three of which must be within their major (see senior year).
- <sup>3</sup> Equivalent Math courses may be substituted. Completes the University core requirement in Area 5: Quantitative and Symbolic Reasoning.
- <sup>4</sup> Social science courses should be selected from any courses in Economics (beyond Principles), Geography, History (except 1024, 1025, 1026, and 2054), International Studies, Political Science (except (3015-3016, Psychology, and Sociology; or any course approved for Area 3 of the University Core.
- <sup>5</sup> COMM 2004 Public Speaking is required for all Business majors who did not take COMM 1015-1016. It may be completed in the sophomore, junior or senior year.
- <sup>6</sup> Free electives must include at least one hour from the University Core Area 6: Creativity and Aesthetic Experience. The University Core Area 7: Critical Issues in a Global Context, may be used to meet another requirement or taken as a free elective.
- <sup>7</sup> Students must have upper division clearance before being admitted to MKTG 3104 and must also have taken ECON 2005. MKTG 3104 must be completed prior to enrolling in any 4000 level MKTG courses, with the exception that MKTG 4154 can be taken concurrently.

**DEPARTMENTAL POLICY ON SATISFACTORY PROGRESS**

For all students in the marketing major having attempted 72 semester credits\*, the following satisfactory progress rule will be applied. Students must maintain a minimum in-major GPA of 2.0 and an overall GPA of 2.0 in order to make satisfactory progress in the marketing major. (The in-major GPA includes all courses on the departmental checksheet indicated by #.) Any student whose in-major or overall GPA falls below 2.0 will have one semester to regain a 2.0 in-major and 2.0 overall GPA. Any student whose in-major or overall GPA falls below 2.0 for any two semesters (consecutive or not) will be asked to leave the major and will have their registration blocked until they file a change of major. In addition, upon having attempted 96 semester credits\*, students must have an in-major and overall GPA of 2.0 or above or they will be asked to leave the major and will have their registration blocked until they file a change of major.

\*including transfer, advanced placement, advanced standing, credit by examination, and freshman rule hours