

Pathway

Laurel Ridge 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

Laurel Ridge CC Associate of Arts and Science in Business Administration			
Fall Semester		Spring Semester	
First Year	Cr.	First Year	Cr.
SDV 100	1	ENG 112	3
BUS 100	3	MTH 261 or MTH 262 or MTH 264	3-4
ENG 111	3	PED or HLT Elective	3
ITE 120 or ITE 152 (ITE 140 transfers to RU)	3	Communications Elective	4
HIS 111 or HIS 112 or HIS 121 or HIS 122	3	Humanities Elective	3
MTH 161 or MTH 261 or MTH 263	3-4		
	16-17		13-14
Second Year	Cr.	Second Year	Cr.
ACC 211	3	ACC 212	3
ECO 201	3	ECON 202	3
BUS 241 or BUS 270 (BUS 241 transfers to RU)	3	BUS 241 or BUS 270	3
MTH 245	3	ENG Literature Elective	3
Science with Laboratory	4	Science with Laboratory	3
	16		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
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

* ITE 140 will transfer to Radford as the equivalent of ITEC 281

**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 Core Curriculum **if they have earned an Associate of Science in Business Administration degree**; if they are able to earn such a degree by successfully completing at a Virginia Community College courses remaining for the degree concurrently with the first semester of enrollment at Radford University; or if 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 degree; of these 45 hours must be completed at Radford University, including at least half of the hours in the major. Students pursuing a BBA must maintain at least a 2.25 major GPA. 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>