

Pathway

Southwest Virginia 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

Southwest Virginia 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
ITE 152	3	MTH 261	3
ENG 111	3	CST 100	3
Natural Science 1 w/ Lab Elective	4	PED/HLT Elective	1
MTH 161	3	Natural Science II w/Lab Elective(s)	4
Bus Admin Elective	3		
	17		14
Second Year	Cr.	Second Year	Cr.
ACC 211	4	ACC 212	4
ECO 201	3	ECO 202	3
BUS 216	3	PSY 200 or SOC 200	3
ENG 241 or ENG 242 or ENG 243 or ENG 244	3	PED/HLT Elective	1
HIS 111 or HIS 121	3	Humanities/Fine Arts Elective(s)	3
	16		14

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>