



YEAR ONE									
FALL SEMESTER			✦	Credits	SPRING SEMESTER			✦	Credits
ACIS 1504: Introduction to Business Analytics & Business Intelligence ^{1 2}			M	3	ACIS 2115: Principles of Accounting ^{1 2}			M	3
MATH 1524: Business Calculus ^{1 2}			5f	4	ECON 2005: Principles of Economics ^{1 2}			3	3
MGT 1104: Foundations of Business ²			M	3	*BIT 2405: Introduction to Business Statistics, Analytics, & Modeling ^{1 2}			5f	3
ENGL 1105: First-Year Writing or COMM 1015: Communication Skills			1f	3	*ENGL 1106: First-Year Writing or *COMM 1016: Communication Skills			1f	3
PSYC 1004: Introductory Psychology or SOC 1004: Introductory Sociology			M	3	Critical Thinking in the Humanities			2	3
Total				16	Total				15
YEAR TWO									
FALL SEMESTER			✦	Credits	SPRING SEMESTER			✦	Credits
*ACIS 2116: Principles of Accounting ^{1 2}			C	3	#MKTG 3104: Marketing Management ²			C	3
*ECON 2006: Principles of Economics ^{1 2}			3	3	**FIN 3104: Introduction to Finance ²			C	3
*BIT 2406: Introduction to Business Statistics, Analytics, & Modeling ^{1 2}			5a	3	HTM or MGT 2314: Introduction to International Business ²			C	3
Reasoning in the Natural Sciences			4	3	Critical Thinking in the Humanities			2	3
Critique & Practice in the Arts			6a	3	Reasoning in the Natural Sciences			4	3
Free Elective				3	Free Elective				1
Total				18	Total				16
YEAR THREE									
FALL SEMESTER			✦	Credits	SPRING SEMESTER			✦	Credits
**MKTG 4554: Principles of Professional Selling			M	3	**MKTG 4304: Marketing Communications			M	3
**MKTG 4204: Consumer Behavior			M	3	**MKTG 4774: Advanced Professional Selling			O	3
**MKTG 4154: Marketing Research			M	3	**MKTG 4604: Retail Management			O	3
*#BIT 3414: Operations & Supply Chain Management ²			C	3	**MGT 3404: Principles of Management ²			M	3
Critique & Practice in Design			6d	3	Advanced/Applied Discourse			1a	3
Total				15	Total				15
YEAR FOUR									
FALL SEMESTER			✦	Credits	SPRING SEMESTER			✦	Credits
**MKTG 4644: Marketing, Society, & the Public Interest			M	3	**MKTG 4754: Strategic Marketing			M	3
**MKTG 4354: Marketing Channels & Logistics			M	3	**MKTG PRSL Elective (see page 2)			O	3
**MKTG 4454: Sales Force Management			O	3	**MGT 4394: Strategic Management ²			C	3
**MKTG 4254: Product & Price Management			O	3	Critical Analysis of Identity & Equity in the U.S. ³ or Free Elective			7	3
#FIN 3054: Legal & Ethical Environment of Business ²			C	3	Free Elective				3
Total				15	Total				15

✦ C = Degree Core Required Course M = Major Required Course O = Option Required Course

All other designations identify Pathways General Education requirements <https://www.pathways.prov.vt.edu/>

MKTG PRSL ELECTIVES (choose one – 3 credit hours)

- *#CMST 3064: Persuasion
- #CMST 3124: Interpersonal Communication
- *#MKTG 4264: Analytics for Marketing
- *#MKTG 4404: Field Practicum in Marketing (by arrangement only)
- #MKTG 4974: Independent Study (by arrangement only)
- #MKTG 4994: Undergraduate Research (by arrangement only)

GENERAL INFORMATION

A total of 125 credit hours is required for graduation. Any exceptions to this curriculum must be approved by the student's department head and Associate Dean for Pamplin Undergraduate Programs.

Foreign Language Requirement: Students who did not successfully complete at least two years of a single foreign, classical, or sign language during high school must successfully complete six credit hours of a single foreign, classical, or sign language at the college level. Courses taken to meet this requirement do not count towards the minimum credit hours required for graduation. Please refer to the Undergraduate Catalog for details.

Pre-requisites: Students are responsible for ensuring they have met necessary pre-requisites for all courses. Courses with pre-requisites are noted with * (e.g. *BIT 2405). Please refer to the Undergraduate Catalog or academic advisor.

Transferring Courses: Requirements and procedures for transferring courses are available <http://pampl.in/transferecreditsteps>

Overall and In-Major GPA: Students must have an overall GPA of 2.0 and an in-major GPA of 2.0 to graduate. Courses used to calculate the in-major GPA are noted with a # (e.g. #MKTG 3104).

Policy 91: University policy requires a student to make satisfactory academic progress towards a degree in order to remain enrolled at the institution (see footnote 1). Students are responsible for reading and understanding Policy 91 in accordance with Pamplin policies <http://pampl.in/policy91>

¹Policy 91: Pamplin students in a business degree program must complete eight business courses (ACIS 1504, MATH 1524, ACIS 2115-2116, BIT 2405-2406, and ECON 2005-2006) with a grade of C- or higher by 72 attempted credit hours (or 90 attempted credit hours for students with more than 18 transfer credits). Students who have not met the requirements will be notified upon reaching 72 (or 90) credit hours that they must complete the missing course(s) in the next term(s) of enrollment. Failure to do so may result in the student's dismissal from the business degree program. This policy is strictly enforced.

² Graduation requirement: Students must achieve a grade of C- or higher in select business courses (ACIS 1504, MATH 1524, ACIS 2115-2116, BIT 2405-2406, ECON 2005-2006, MGT 1104, HTM or MGT 2314, MGT 3404, MKTG 3104, FIN 3104, FIN 3054, BIT 3414, and MGT 4394).

³ Critical Analysis of Identity & Equity in the U.S. may be double-counted with another course (major, option, pathway, or free elective) that is designated as pathway 7. If this pathway is already met, students must take a free elective to meet the 125-credit hour requirement.