



Department of Marketing
Bachelor of Science in Business
Marketing Management Major
For students graduating in calendar year 2018

University Policy 91 requires a student to make satisfactory academic progress towards a degree, see Footnote 1, in order to remain enrolled in the institution. Students are responsible for reading and understanding Policy 91, in accordance with Pamplin Policies (<http://www.undergrad.pamplin.vt.edu/>)

FRESHMAN YEAR (32 semester hours required)

	F	SP
ACIS 1504 Introduction to Business Analytics and Business Intelligence ¹	3 _____	
ENGL 1105-1106 Freshman English or COMM 1015-1016 COMM Skills	3 _____	3 _____
MATH 1525-1526 Elementary Calculus with Matrices ^{1,3} (Area 5)	3 _____	3 _____
Scientific Reasoning and Discovery (Area 4)	3 _____	3 _____
PSYC 1004 OR SOC 1004 Intro. to Psychology or Sociology	3 _____	
Social Science ⁴		3 _____
Social Science ⁴		3 _____
Free Electives ⁶	1 _____	1 _____

SOPHOMORE YEAR (33 Semester Hours Required)

	F	SP
ACIS 2115-2116 Principles of Accounting ¹	3 _____	3 _____
BIT 2405-2406 Quantitative Methods ¹	3 _____	3 _____
ECON 2005-2006 Principles of Economics (Area 3) ¹	3 _____	3 _____
Ideas, Cultural Traditions, and Values (Area 2)	3 _____	3 _____
COMM 2004 Public Speaking or if COMM 1015-6 completed, then Free Elective ⁵	3 _____	
Free Electives (at least one hour of which must be an Area 6 course) ⁶	3 _____	3 _____

JUNIOR YEAR (30 Semester Hours Required)

	F	SP
# MGT 3304 Management Theory & Leadership Practice ²	3 _____	
# MKTG 3104 Marketing Management ^{7,2}	3 _____	
# MKTG 4154 Marketing Research (Pre: BIT 2405, 2406, Co: 3104)		3 _____
# BIT 3414 Operation and Supply Chain Management ²	3 _____	
# FIN 3104 Introduction to Finance ²	3 _____	
# FIN 3054 Legal and Ethical Environment of Business ² <i>or</i>		
# FIN 3074 Legal, Ethical, and Financing Issues for Entrepreneurs		3 _____
# Marketing Major Required Courses (as indicated below)		3 _____
# MTKG 4554 Buyer-Seller Relationships (Pre: 3104; Co: 4204)		3 _____
Free Electives ⁶	3 _____	3 _____

SENIOR YEAR (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 Strategic Management ²		3 _____
Free Electives ⁶	6 _____	3 _____

MARKETING MAJOR REQUIRED COURSES

(Pre: MKTG 3104 required for all MKTG courses listed below)

- # MKTG 4154 Marketing Research (Co: MKTG 3104)
- # MKTG 4204 Consumer Behavior (pre: MKTG 3104)
- # MKTG 4304 Marketing Communications (pre: MKTG 3104, 4204)
- # MKTG 4354 Marketing Channels and Logistics (pre: MKTG 3104, 4204)
- # MKTG 4554 Buyer-Seller Relationships (pre: MKTG 3104; Co: MKTG 4204)
- # MKTG 4644 Marketing Society, and Public Interest (pre: MKTG 3104)
- # MKTG 4754 Strategic Marketing (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.)

MARKETING Elective Courses (select six hours from the following)^{1,2}

(Pre: MKTG 3104 required for all MKTG courses listed below)

- # MKTG 3504 Advertising
- # MKTG 4254 Product and Price Management
- # MKTG 4404 Field Practicum in Marketing
- # MKTG 4454 Sales Force Management (Pre: MKTG 4554, 4204)
- # MKTG 4604 Retail Management
- # MKTG 4704 International Marketing (Also satisfies Area 7 of the Curriculum for Liberal Education)
- # MKTG 4734 Real Estate Marketing
- # MKTG 4774 Advanced Professional Selling (Pre: MKTG 4554, 4204)
- # MKTG 4974 Independent Study (by arrangement only)
- # MKTG 4994 Undergraduate Research (by arrangement only)

GENERAL INFORMATION:

This check sheet applies to students completing their degrees in calendar year 2018 in terms ending May, June, August, or December. A total of 125 semester hours is required for graduation.

Overall and In-Major GPA: Overall and In-Major GPA: Students must have an overall GPA of at least a 2.0 and an in-major GPA of at least a 2.0 to graduate. Courses used to calculate the in-major GPA are noted with a # (e.g., #MKTG 4154).

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:

- ¹ Satisfactory progress toward a degree: Upon having attempted 72 semester credits (students who entered Pamplin as freshmen), or 90 semester credits (students who transferred into Pamplin), a student must: (1) achieve no grade lower than a C- in Math 1525 and 1526 (or acceptable equivalents); ACIS 1504, 2115, and 2116; BIT 2405 and 2406; ECON 2005 and 2006, and (2) achieve a minimum GPA of 2.0 in the combination of courses previously listed. Students who have not met the requirements will be notified upon reaching 60 credits (or 72 credits for transfer students) that they have one semester of enrollment (fall or spring) to rectify any deficiencies. Failing to do so will result in a student being required to transfer to another college at Virginia Tech. This policy is strictly enforced.
- ² A student must achieve no grade lower than a C- in the upper level core business courses (BIT 3414, FIN 3054 or FIN 3074, FIN 3104, MGT 3304, MGT 4394, and MKTG 3104). A grade of C- or better must be earned in BIT 3414, FIN 3104, MGT 3304, and MKTG 3104 before taking MGT 4394. FIN 3054 or FIN 3074 may be taken at the same time as MGT 4394; however, the student must earn the specified grade or repeat the course and earn a C- or better before a business degree can be earned.
- ³ Equivalent Math courses may be substituted. Completes the Curriculum for Liberal Education requirement in Area 5: Quantitative and Symbolic Reasoning.
- ⁴ 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 Curriculum for Liberal Education.
- ⁵ 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.
- ⁶ Free electives must include at least one hour from the Curriculum for Liberal Education Area 6: Creativity and Aesthetic Experience. Area 7, Critical Issues in a Global Context, may be used to meet another requirement or taken as a free elective.
- ⁷ MKTG 3104 must be completed prior to enrolling in any 4000 level MKTG courses, with the exception that MKTG 4154 can be taken concurrently.