

Pathway

Bright Point Community College Associate of Science in Business Administration Radford University Bachelor of Business Administration in Marketing

Based on degree requirements for the 2022-23 academic year

Bright Point CC Associate of Arts and Science in Business Administration			
Fall Semester		Spring Semester	
First Year	Cr.	First Year	Cr.
SDV 100	1	HIS 121 or HIS 111 or HIS 122 or HIS 112, or PLS 135	3
ENG 111	3	ENG 112	3
MTH 161	3	CST 100 or CST 110	3
BUS 100	3	ITE 140*	3
ITE 152	3	MTH 261	3
SOC 200 or PSY 200	3		
	16		15
Radford University Bachelor of Business Administration in Marketing			
Second Year	Cr.	Second Year	Cr.
ACC 211	3	ACC 212	3
ECO 201	3	ECO 202	3
FIN 215	3	PHI 111 or PHI 220	3
MTH 245	3	BIO 102 or BIO 101 or CHM 101 or ENV 121 or PHY 100 or CHM 112 or PHY 202	4
BIO 101 or CHM 101, ENV 121, PHY 100, CHM 111, PHY 201	4		
	16		13

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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
Elective	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

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 REAL General Education Curriculum if: (1) **they have earned a transferrable Associate's degree**; (2) they are able to earn such a degree by successfully completing the Virginia Community College courses remaining for the degree concurrently with the first semester of enrollment at Radford University; or (3) 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 (BBA) degree; of these 30 hours must be completed at Radford University, including at least half of the hours in the major. Students pursuing a BBA must earn a major GPA 2.250 in order to graduate (the major GPA is defined as all courses in the BBA core and all courses prescribed for the major). 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>