

**United States Armed Forces / Old Dominion University**  
**Military Pathway**  
**Catalog Years 2024-2027**  
**BACHELOR OF SCIENCE IN CAREER & TECHNICAL EDUCATION – MARKETING EDUCATION**

<b>Requirements Potentially Met Outside Classroom</b>		
<b>Military Course, Certification, Experience, or Exam</b>	<b>ODU Equivalent Course</b>	<b>Credits</b>
<b>Lower-Division General Education Requirements</b>		
CLEP <sup>1 2 3</sup> College Composition ( <u>not</u> Modular)	ENGL 110C English Composition	3
DSST Technical Writing	ENGL 231C Writing, Rhetoric, and Research: Special Topics	3
Select specialties	Oral Communication requirement	3
CLEP College Mathematics, Algebra, or Precalculus	MATH 101M, 102M, or 162M	3
DSST Fundamentals of College Algebra or Principles of Stats	MATH 102M or STAT 130M	
CLEP Foreign Languages or military linguist or DLIFLC grad	Language and Culture requirement <sup>4</sup>	6
Current or previous E6-E9	STEM 251G Computer Literacy: Communication and Information	3
CLEP Human Growth and Development or DSST Lifespan Development Psych	PSYC 203S Lifespan Development	3
CLEP Any History exam	Interpreting the Past requirement	3
CLEP American or Analyzing & Interpreting Literature	Literature requirement	3
CLEP Biology <sup>5</sup>	Nature of Science requirement	8
<b>Subtotal</b>		<b>38</b>
<b>Department, Major, or Core Requirements</b>		
CLEP or DSST multiple choices	Electives to meet 120 credit hours	various
CLEP Principles of Macroeconomics or Microeconomics	ECON 201S or 201S Principles of Macro or Microeconomics	3
CLEP Principles of Marketing	MKTG 311 Marketing Principles and Problems	3
Current or previous E6-E9 or DSST Principles of Supervision	SEPS 302 Workforce Supervision (meets elective requirement)	3
Current or previous E7-E9 or CLEP Principles of Management	MGMT 325 Contemporary Organizations and Management	3
Current or previous E8-E9	MGMT 330 Organizational Behavior (meets elective requirement)	3
Current or previous E9	MGMT 410 Leadership in Organizations (meets elective requirement)	3
Select specialties	SEPS 100 Sales Techniques	3
Select specialties	SEPS 400 Instructional Systems Development	3
Select specialties	SEPS 402 Instructional Methods in Occupational Studies	3
Select specialties	STEM 351 Communication Technology	3
Select specialties	SEPS 405 Directed Work Experience (approval required)	4
Select specialties	FOUN 302 or SEPS 450 Assessment of Learning or Assessment, Evaluation & Improvement	3
<b>Subtotal</b>		<b>37</b>
<b>Potential Requirements Met Outside Classroom</b>		<b>75</b>

Note: Prior learning credit not to exceed 60 credit hours is also available in specific situations at a cost of 20-50% of the current tuition rate: <https://ww1.odu.edu/academics/academic-records/evaluation-of-credit-prior-learning>

<sup>1</sup> A passing CLEP or DSST examination score will satisfy the ODU requirement. See <https://clep.collegeboard.org/> and <https://www.odu.edu/academics/academic-records/score-analysis/clep-dantes> for details.

<sup>2</sup> A student may forego CLEP or DSST options and meet requirements by taking courses. If a course is to be taken elsewhere check first for transfer equivalency here <https://transfer2.odu.edu/equivalency/>.

<sup>3</sup> Modern States offers CLEP preparation here <https://modernstates.org/>.

<sup>4</sup> ODU's Language and Culture requirement can be met by three years of a foreign language or two years of two foreign languages in high school. Students whose native language is not English are exempt from taking a foreign language for general education.

<sup>5</sup> Biology is the only CLEP exam that will satisfy all eight credit hours for ODU's Nature of Science requirement.

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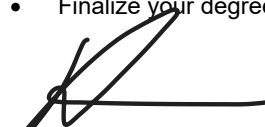
**Requirements Met at ODU or Elsewhere**

*A minimum of 30 credits must be taken at ODU and 120 credits total to earn degree*

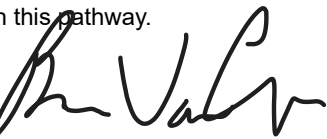
Short Title	Course Title	Credits
<b>Career and Technical Education Requirements</b>		
Human Creativity	Human Creativity requirement	3
Philosophy & Ethics	Philosophy and Ethics requirement	3
FOUN 301	Learning and Development	3
SEPS 408	Advanced Classroom Issues and Practices in Career and Technical Education	3
SPED 400	Foundations of Special Education: Legal Aspects and Characteristics	3
STEM 370T	Technology and Society (writing intensive; C or better required; meets Impact of Technology requirement)	3
TLED 326	Socio-Cultural Perspectives in Education	3
TLED 426	Introduction to Literacy, Linguistics and Practice in the Classroom	3
<b>Subtotal</b>		<b>24</b>
<b>Marketing Education Requirements</b>		
MKTG 402	Consumer Behavior	3
SEPS 102	Advertising and Promotion	3
SEPS 297	Observation and Participation	1
SEPS 401	Foundations of Career and Technical Education	3
SEPS 415	Advanced Merchandising	3
SEPS 485	Student Teaching	12
Electives	Electives to meet 120 credit hours not met elsewhere	5
<b>Subtotal</b>		<b>30</b>
<b>Requirements Met at ODU or Elsewhere</b>		<b>57</b>
<b>Total Credits for Degree</b>		<b>120</b>

Next steps:

- Submit application at <https://www.odu.edu/apply/applications>. Online students - use application fee waiver code provided by your ODUGlobal enrollment coordinator.
- Order your high school, college, CCAF, and/or joint service transcripts sent to [admissions@odu.edu](mailto:admissions@odu.edu) or Old Dominion University, Undergraduate Admissions, 1004 Alfred B. Rollins Jr. Hall, Norfolk, Virginia 23529-0050.
- Electronically sign your application.
- Monitor your application portal for status updates until an admission decision is made.
- Accept your admission offer and set up your ODU account/email as directed by Admissions.
- Complete orientation and meet with your academic advisor prior to course registration.
- Finalize your degree plan with your academic advisor based on this pathway.

  
 \_\_\_\_\_  
 Dr. Michael Kosloski  
 Associate Professor and Chair  
 Educational Leadership and Workforce Development  
 Old Dominion University

9.21.24  
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 Date

  
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 Dr. Bonnie Van Lunen  
 Interim Vice Provost  
 Academic Affairs  
 Old Dominion University

8.21.24  
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 Date