

United States Armed Forces / Old Dominion University Military Pathway Catalog Year 2025-2028 BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – MARKETING MANAGEMENT		
Requirements Potentially Met Outside Classroom		
Military Course, Certification, Experience, or Exam	ODU Equivalent Course	Credits
Lower-Division General Education Requirements		
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	COMM 101R Public Speaking or MKTG 200R Professional Interactions and Negotiations	3
CLEP Precalculus and Calculus	MATH 162M Precalculus I and MATH 200 Calculus for Business and Economics	6
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 (meets ILR req)	3
CLEP Any Social Science exam except Educational Psych	Human Behavior requirement	Met in major
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
Department, Major, or Core Requirements		
CLEP or DSST multiple choices	Electives to meet 120 credits	various
CLEP Financial Accounting	ACCT 201 & 202 Principles of Financial & Managerial Accounting	6
CLEP Introductory Business Law	FIN 331 Legal Environment of Business	3
CLEP Principles of Macroeconomics	ECON 201S Principles of Macroeconomics	3
CLEP Principles of Marketing	MKTG 311 Marketing Principles and Problems	3
CLEP Principles of Microeconomics	ECON 202S Principles of Microeconomics	3
Current or previous E6-E9 or DSST Principles of Supervision	SEPS 302 Workforce Supervision Management (meets UDGE)	3
Current or previous E7-E9 or CLEP Principles of Management	MGMT 325 Contemporary Organizations and Management	3
Current or previous E8-E9	MGMT 300-level elective (meets free elective)	3
Current or previous E9	MGMT 410 Leadership in Organizations (meets free elective)	3
DSST Human Resource Management	MGMT 340 Human Resource Management (meets free elective)	3
DSST Principles of Finance	FIN 323 Introductory Financial Management	3
Select specialties	MKTG 316 Professional Selling	3
Select specialties	MKTG 404 Sales Management	3
Potential Requirements Met Outside Classroom		80+

<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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<b>Requirements Met at ODU</b> <i>A minimum of 30 credits must be taken <u>at ODU</u> and 120 credits total to earn degree</i>		
Short Title	Course Title	Credits
<b>Business Administration Core Requirements</b>		
BNAL 206	Business Analytics I	3
BNAL 306	Business Analytics II	3
BUSN 110	Introduction to Contemporary Business (C or better)	1
ECON 301	Managerial Economics	3
Human Creativity	Human Creativity requirement	3
IT 360T	Principles of Information Technology (meets Impact of Technology requirement)	3
MGMT 485W	Business Policy and Strategy (C or better)	3
OPMT 303	Operations Management	3
PHIL 303E	Business Ethics (meets both Philosophy & Ethics AND Upper Division General Education requirements)	3
<b>Marketing Management Requirements (C- or better required; 12 credits minimum required in major)</b>		
MKTG 402	Consumer Behavior	3
MKTG 407	Marketing Research	3
MKTG 411	Multi-National Marketing	3
MKTG 490	Marketing Policy and Strategy	3
MKTG Electives	Select four electives from catalog not met elsewhere	12
Free Electives	Select one 200-400 level and two free electives not met elsewhere	9
<b>Requirements Met at ODU</b>		<b>58</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, then 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. Chuanyi Tang  
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 Marketing  
 Old Dominion University

6/18/2025  
 Date

  
 Dr. Erika Marsillac  
 Dean  
 Strome College of Business  
 Old Dominion University

06/18/2025  
 Date