



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
Critical Thinking in the Humanities			2	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	*#MKTG 3164: Introduction to Digital Marketing Strategy			O	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	PSYC 1004: Introductory Psychology or SOC 1004: Introductory Sociology			M	3
Critique & Practice in the Arts			6a	3	Reasoning in the Natural Sciences			4	3
Free Elective				3	#MKTG 2104: Careers in Marketing			M	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 4164: Social Media & Content Marketing			O	3
*#MKTG 4154: Marketing Research			M	3	*#FIN 3104: Introduction to Finance ²			C	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 4264: Analytics for Marketing			O	3
*#MKTG DMS Elective (see page 2)			O	3	*#MKTG DMS Elective (see page 2)			O	3
*#FIN 3054: Legal & Ethical Environment of Business ²			C	3	*#MGT 4394: Strategic Management ²			C	3
Free Elective				3	Critical Analysis of Identity & Equity in the U.S. ³ or Free Elective			7	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 DMS ELECTIVES (choose two – 6 credit hours)	
<ul style="list-style-type: none"> *#ART 4534: Topics in Applied Art & Design Studio *#ART 4504: Topics in Multimedia Studio *#BIT 3424: Intro to Business Analytics Modeling *#BIT 3434: Advanced Modeling for Business Analytics *#BIT 3444: Advanced Business Computing & Applications *#BIT 3514: Systems Analysis *#BIT 3524: Database Management & Design *#BIT 3554: Networks, Telecommunications, & Security *#BIT 4444: Web-Based Decision Support Systems *#BIT 4454: Business Analysis Seminar in IT *#BIT 4474: Global Operations & Information Technology *#CHE/MKTG 4144: Bus. & Mktg Strat. for Process Industries *#CMST 3064: Persuasion *#CMST 3124: Interpersonal Communication *#CS/ CMDA 3634: Comp Sci for Comp. Modeling & Data Analytics *#CS/CMDA 3654: Introductory Data Analytics & Visualization *#CS 3704: Intermediate Software Design & Engineering *#CS 3714: Mobile Software Development 	<ul style="list-style-type: none"> *#CS 3724: Introduction to Human-Computer Interaction *#CS/ECE 4570: Wireless Networks & Mobile Systems *#CS 4604: Introduction to Database Management Systems *#CS 4644: Creative Computing Studio *#CS 4784: Human-Computer Interaction Capstone *#ESM 4015-4016: Creative Design & Project I & II #HTM 4354: IT & Social Media in HTM *#JMC 4264: Social Media Theory & Practice #MKTG 3134: Personal Well Being & Professional Success *#MKTG 4254: Product & Price Management *#MKTG 4404: Field Practicum in Marketing *#MKTG 4604: Retail Management #MKTG 4974: Independent Study #MKTG 4994: Marketing Research *#SBIO 3124: Paper & Paperboard Packaging *#SBIO 3445-3446: Entrepreneurial Wood Design & Innov. I & II *#SBIO 4024: Packaging Design for Global Distribution
GENERAL INFORMATION	
<p>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.</p>	
<p>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 may not count towards the minimum credit hours required for graduation. Please refer to the Undergraduate Catalog for details.</p>	
<p>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.</p>	
<p>Transferring Courses: Requirements and procedures for transferring courses are available http://pampl.in/transferecreditsteps</p>	
<p>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).</p>	
<p>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</p>	

¹ Policy 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.