

Radford University Bachelor of Business Administration (BBA) in Marketing

with a Concentration in Digital Marketing

Associate Transfer Degree Plan in Business Administration

TRANSFER GUIDE

Catalog Years: 2025-2026

COURSE REQUIREMENTS

Complete at VCCS				Complete at Radford University		
BACHELOR'S DEGREE REQUIREMENT		SATISFIED BY		BACHELOR'S DEGREE REQUIREMENT		
Course	Credits	CC Course	Notes	Course	Credits	Notes
UNIV 100 (Elective)	1-2	SDV 100 or 101		MGNT 333	3	MGNT 357 prerequisite
ENGL 111 (Foundational Writing Course)	3	ENG 111		MKTG 340	3	Fall junior year – prerequisite for MGNT 428 & all 300/400 level MKTG courses
ENGL 112 (Writing Intensive Course)	3	ENG 112		FINC 331	3	MGNT 428 prerequisite
General Education	3	Any UCGS Art or Humanities course		MGNT 357	3	MGNT 428 prerequisite
General Education	3	Any UCGS Art, Humanities, or Lit	This course must come from a different group than prior requirement.	MGNT 322	3	
General Education	3	Any UCGS History		ECON 340	3	
ECON 105	3	ECO 201		MGNT 428	3	Business Capstone Course
General Education	4	Any UCGS Natural Sciences		MGNT 350	3	
MATH 125 (Foundational Math)	3-4	MTH 161		MGNT 446	3	
ECON 106	3	ECO 202		MKTG 445	3	Senior year – must have 6 hours in 300/400 level MKTG courses after MKTG 340 as prerequisite
Elective	3-4	CST 100 or 110, ITE 152, World Language, Lab Science	CST 100 = COMS 114; CST 110 = COMS 130; ITE 152 = ITEC 100 (General Education)	MKTG 342	3	
ACTG 211	3	ACC 211		MKTG 388	3	
ACTG 212	3	ACC 212		MKTG 450	3	
MGNT 101	3	BUS 100		Marketing electives	3	300/400 level MKTG course
STAT 200	3	BUS 224 or MTH 245		Free Electives	18	Opportunity to pursue a major or minor in a second business discipline or a minor outside of business

BLAW 203	3	BUS 240			
ITEC 281	3	ITE 140			
BUS 274 = ENTR 250; MKT 201 = MKTG 101; BUS 200, 227, 270, 280 = BUES Elective (Elective)	3	BUS 200, BUS 227, BUS 270, BUS 274, BUS 280, MKT 201	MKT 201 meets the MKTG 101 requirement at Radford. If not taken, students will still need to take MKTG 101 upon transfer.		
Elective	6-10	Any course listed above or MTH 161/162, 167 (depending on which calc class taken)			
Elective	0-5		Only needed if 60 credits not met		
CREDITS PRE-TRANSFER: 60			CREDITS POST-TRANSFER: 60		

TRANSFER GUIDANCE

Guaranteed Admission Agreement

By meeting the following criteria, students who complete the prescribed curriculum and meet the criteria below are guaranteed admission into Radford University and directly into the Davis College of Business.

- Earn a transfer associate degree based on the Business Admin Curriculum
 - Earn a minimum of 2.8 GPA for the associate degree
 - Good academic standing at current institution
- Please visit the [TransferVirginia.org](https://www.transfervirginia.org) portal to find course requirements for different majors and **Transfer Guides** that outline course requirements for specific majors.

IMPORTANT LINKS & DATES:

- **University Transfer Center:** <https://admissions.radford.edu>
- **Admission Application:** By March 1 for priority fall admission and November 1 for priority spring admission at <https://www.radford.edu/admissions/apply/index.html>
- **Financial Aid:** <https://www.radford.edu/fin-aid> , FAFSA priority deadline March 1.
- **FAFSA - Free Application for Federal Student Aid:** <https://studentaid.gov>

WHAT SHOULD I CONSIDER WHEN SELECTING COURSES?

- Complete your English courses and first math courses in your first year
- Create a schedule for all required courses, pay attention to prerequisites and when courses are offered. For help, see Transfer Steps and Resource Center at www.TransferVirginia.org
- Connect with an advisor at your community college and an admissions counselor at Radford University within your first year. College Connect available in your account of www.TransferVirginia.org

IS THIS DEGREE RIGHT FOR ME?

- The BBA with a major in Marketing and a concentration in Digital Marketing provides students with the skills and knowledge needed to succeed in the rapidly evolving digital marketing landscape. Students will learn about the latest trends and techniques in social media marketing, search engine optimization, email marketing, digital analytics and more.
- Through the Accelerated Master of Business Administration (MBA) program, high performing students may take 3-12 credit hours of graduate coursework that applies to both the BBA and the MBA.

WHAT IS THE IMPACT ON MY DEGREE OF WORK I HAVE ALREADY COMPLETED?

- **Associate Transfer Degree Completion:** The completion of the transfer-oriented degree program will satisfy the REAL Curriculum (lower division/general education) requirements. Students will need to complete all other University, college, and departmental requirements in order to obtain the baccalaureate degree from RU.
- **Dual Enrollment – Completion of Associate Degree in HS:** Students completing the associate degree in high school should apply using the freshman application. If admitted, the student will receive the benefits associated with the transferable associate degree (as noted prior).
- **Credit for Prior Learning:** AP, IB, and CLEP are evaluated for credits (based on receipt and evaluation of official scores).
- **Catalog Year:** Students will be subject to the catalog in effect at the time of enrollment at RU unless otherwise requested.

IS THIS COLLEGE RIGHT FOR ME?

- Main campus is located in the city of Radford and our Radford University Carilion campus is located in Roanoke. RU is well-known for strong faculty/student bonds, vibrant student life and a commitment to student support.
- Situated in the stunning landscape of southwest Virginia, there are plenty of nearby opportunities to explore the outdoors.
- With 70+ bachelor's degree programs across a variety of disciplines, the classes at Radford are hands-on and designed to help you prepare for your chosen career path.
- Transfer students have the option to live on-campus or off-campus within the local area.
- Over 80% of students receive some form of financial aid.
- 16 Division I teams and 300+ student organizations.
- Learn more about our college at www.TransferVirginia.org

DID YOU KNOW THAT...

- Completing your associate transfer degree post-high school satisfies all lower division general education requirements and increases the chance of completing your bachelor's degree?
- Exceeding 3 years or 90 credits at your community college means you may have exhausted your financial aid at that college and have limited your future financial aid at Radford University?

WHAT CAN I DO WITH THIS DEGREE?

- Explore possible careers, salaries, and job outlook at www.TransferVirginia.org

PROGRAM SUCCESSES & HIGHLIGHTS

- Accredited by the Association to Advance Collegiate Schools of Business (AACSB), the BBA in Marketing has a high placement rate for its graduates.
- Real-world class experiences, internship opportunities, and faculty who care about you provide the foundation for success in a global environment.

WHAT ARE MY CHANCES FOR GETTING ACCEPTED?

- Of students who apply, usually about 65% of transfer applications are accepted to RU and about 80% of the entering transfer class comes from the Virginia Community College System
- Learn more about applying at www.TransferVirginia.org

DO MORE WITH YOUR DEGREE!

- This program leads to graduate programs including the MBA, MS in Marketing, MS in Digital Marketing, and MS in Marketing/Business/Data Analytics.

OTHER THAN CLASSES, ARE THERE OTHER PROGRAM REQUIREMENTS?

- While there are no additional program requirements, all students are encouraged to engage in the campus community, student organizations, and community service project.