

Transfer Guide 2024-2025 Administration

Bachelor of Science in Business: Major in Marketing Associate Transfer Degree Plan in Business

COURSE REQUIREMENTS

Complete at VCCS				Complete at Virginia Tech		
BACHELOR'S DEGREE REQUIREMENT		SATISFIED BY		BACHELOR'S DEGREE REQUIREMENT		
Course	Credits	CC Course	Notes	Course	Credits	Notes
	1-2	SDV 100 or 101	No VT equivalent	MKTG 2104: Careers in Marketing	1	
ENGL 1105: First-Year Writing (Pathway Concept 1F)	3	ENG 111		MKTG 3104: Marketing Management	3	
ENGL 1106: First-Year Writing (Pathway Concept 1F)	3	ENG 112		MKTG 4354: Marketing Channels and Logistics	3	
Pathway Concept 2 or 6A	3	Any UCGS Art or Humanities	This course must come from a different group than prior requirement.	MKTG 4554: Principles of Professional Selling	3	
Pathway Concept 2 or 6A	3	Any UCGS Art, Humanities, or Literature		MKTG 4204: Consumer Behavior	3	
Pathway Concept 2/7 or 3	3	Any UCGS History	HIST 1115 or 1116 recommended to earn credit for PW 2 and 7	MKTG 4154: Marketing Research	3	
ECON 2006: Principles of Economics (Pathway Concept 3)	3	ECO 201		MKTG 4304: Marketing Communications	3	
ECON 2005: Principles of Economics (Pathway Concept 3)	3	ECO 202		MKTG 4644: Marketing, Society, and Public Interests	3	
Pathway Concept 4	4	Any UCGS Natural Sciences		MKTG Electives	6	choose two from list of approved courses
Pathway Concept 4	4	Any UCGS Natural Sciences		MKTG 4754: Strategic Marketing	3	

Pathway Concept 5F	3	MTH 261	Students can complete Business math requirements at VCCS by taking MTH 261 + MTH 262 or MTH 263 + 264.	MATH 1524: Business Calculus	4	required if MTH 261+262 or MTH 263+264 not taken at VCCS
ACIS 1504: Intro Business Analytics and Business Information Systems	3	ITE 140 (summer 2023 and later)		MGT 4394: Strategic Management	3	
ACIS 2115: Principles of Accounting	3	ACC 211		FIN 3104: Intro to Finance	3	
ACIS 2116: Principles of Accounting	3	ACC 212		FIN 3054: Legal and Ethical Environments of Business	3	
MGT 1104: Foundations of Business	3	BUS 100		BIT 3414: Operations and Supply Chain Management	3	
BIT 2405: Business Stats, Analytics, and Modeling (Pathway Concept 5F)	3	BUS 224		MGT 3404: Principles of Management	3	
	3	BUS 240	No VT equivalent	PSYC 1004: Introductory Psychology or SOC 1004: Introductory Sociology	3	VCCS equivalent: PSY 200 or SOC 200
BIT 2406: Business Stats, Analytics, and Modeling (Pathway Concept 5A)	3	BUS 227		Pathway 6D	3	Critique and Practice in Design (waived with AS degree)
HTM 2314: Intro to International Business	3	BUS 280		Free Electives	7	
COMM 2004: Public Speaking (Pathway Concept 1A)	3	CST 100				
	3	Math prerequisite if needed (MTH 161) or other college requirements				
CREDITS PRE-TRANSFER: 62				CREDITS POST-TRANSFER: 63		

TRANSFER GUIDANCE

Guaranteed Admission Agreement <https://vt.edu/admissions/transfer/vccs.html>

Students who complete the prescribed curriculum and meet the criteria below are guaranteed admission into Virginia Tech and directly into the Marketing major:

- Associate Transfer Degree Plan in Business
- Earn a minimum of 3.4 GPA for the associate degree.
- Meet the minimum admissions requirements for your intended major by completing with a grade of “C” or higher any and all of the “required” coursework for that program as outlined on its [Admission Transfer Roadmap](#). Note: This replaces the “B or better” in particular course categories (Mathematics, English, Science, Social Science) outlined in the agreement. Not all majors have specified admissions course requirements.
- Meet all other requirements outlined in the agreement and apply through the standard admissions process.

IMPORTANT LINKS & DATES:

- **Transfer Initiatives Office:** <https://advising.vt.edu/transfer-student-advising.html>
- **Register Intent to Transfer:** By end of first semester at www.TransferVirginia.org
- **Admission Application:** See dates for Fall or Spring admission at <https://vt.edu/admissions/undergraduate/apply/dates-and-deadlines.html>
- **Financial Aid:** January 22 deadline for General Application <https://finaid.vt.edu/>
- **FAFSA** - Free Application for Federal Student Aid: March 1 for fall semester at studentaid.gov

WHAT SHOULD I CONSIDER WHEN SELECTING COURSES?

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

IS THIS DEGREE RIGHT FOR ME?

- The Marketing Department’s cross-disciplinary training prepares students to succeed in industries including sales, advertising, global marketing communications, analytics and consulting, and brand/product management.
- The Bachelor of Science in Business degree is accredited by [AACSB](#)

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

- **Associate Transfer Degree Completion:** The completion of an Associate Degree results in most lower-division general education requirements being met when you transfer to Virginia Tech.
- **Credit for Prior Learning:** AP, IB, and CLEP are evaluated for credits <https://www.registrar.vt.edu/Advanced-Standing-Transferable-Credit.html>
- **Catalog Year:** Catalog year determined by first semester of attendance at the community college post high-school graduation.
- **Dual Enrollment – Completion of Associate Degree in HS:** The completion of an Associate Degree concurrent with high school results in up to half the required credits (125) towards a BS degree, with all general education courses satisfied. Students will be enrolled as a freshman for orientation and engagement purposes.

IS THIS COLLEGE RIGHT FOR ME?

- Located in a rural area, with 2600-acre campus, 37,000 on and off campus students, and a 14:1 student-faculty ratio
- Transfer students have both on-campus and off-campus housing options, including a living community on-campus just for transfer students (all majors). <https://llp.vt.edu/llc/transfer.html>
- Virginia Tech is a diverse campus with students from over 40 states and 115 countries.
- Students can attend full-time or part-time.
- Classes are most typically offered Monday – Friday, 8am – 5pm
- Learn more about our university at <https://vt.edu/about/facts-about-virginia-tech.html>

DID YOU KNOW THAT...

- Completing your associate transfer degree post-high school satisfies most 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 Virginia Tech.

WHAT CAN I DO WITH THIS DEGREE?

- Explore possible careers, salaries, and job outlook at www.TransferVirginia.org
- Common industries to find employment with a Marketing degree are sales, advertising, merchandising, analytics and consulting, and marketing research.

PROGRAM SUCCESSES & HIGHLIGHTS

- Marketing majors can also choose to pursue a concentration in Professional Sales (PRSL) or Digital Marketing Strategy (DMS).

- The Marketing Department offers students the ability to learn from top-rated professors, experience the industry through internship and co-op opportunities, and succeed in the job search with top employers including Coca-Cola, Cisco, Nestle, Apple, and many more.

WHAT ARE MY CHANCES FOR GETTING ACCEPTED?

- Please follow the suggested coursework outlined above. If you have any questions, please contact pcobrecruiting@vt.edu.
- Learn more about applying at <https://vt.edu/admissions/transfer.html>
- Learn more about applying at www.TransferVirginia.org

OTHER THAN CLASSES, ARE THERE OTHER PROGRAM REQUIREMENTS?

- If transferable associate degree is earned, certain general education requirements (Pathways General Education) will be waived. Students will still be responsible for completing 125 hours total and must meet all major/business core requirements.
- A maximum of 63 hours can be transferred from a two-year institution (for business degrees that require 125 hours).
- VT graduation requirements are set based on a student's entry term to VT. This guide is for students entering VT in summer or fall 2024 and spring 2025.