

Marketing - MKTG

Options in Professional Sales (PRSL) and Digital Marketing Strategy (DMS)

The following program of study is recommended for students who plan to transfer to the Pamplin College of Business to earn a Bachelor of Science in Business degree with a major in Marketing. A maximum of 63 semester hours may be transferred.

Recommended VCCS Courses	VCCS Credits	Virginia Tech Course Application	VT Credits	Pathways Outcome
First and Second Years				
BUS 147 ¹ + BUS 226 ¹ or BUS 147 ¹ + ITE 140 ¹	6	ACIS 1504 + VT 1XXX	6	N/A
ACC 211	3	ACIS 2115	3	N/A
ACC 212	3	ACIS 2116	3	N/A
BUS 100	3	MGT 1104	3	N/A
BUS 221 ² + BUS 222 ² or BUS 224	3-6	BIT 2405	3	Foundational Quantitative and Computational Thinking
BUS 227	3	BIT 2406	3	Advanced/Applied Quantitative and Computational Thinking
BUS 280	3	HTM 2314	3	N/A
ECO 201	3	ECON 2006	3	Reasoning in Social Sciences
ECO 202	3	ECON 2005	3	Reasoning in Social Sciences
MTH 261 ³ + MTH 262 ³	6	MATH 1524 + VT 1XXX	6	Foundational Quantitative and Computational Thinking
CST 100	3	COMM 2004	3	Advanced/Applied Discourse
ENG 111	3	ENGL 1105	3	Foundational Discourse
ENG 112	3	ENGL 1106	3	Foundational Discourse
PSY 200 or PSY 201 ⁴ + PSY 202 ⁴ or SOC 200 or SOC 201 ⁵ + SOC 202 ⁵	3-6	PSYC 1004 or PSYC 1004 + PSYC 1XXX or SOC 1004 or SOC 1004 + SOC 1XXX	3-6	Reasoning in Social Sciences
Other Transferable Courses to Satisfy General Education Requirements ⁶				Humanities, Natural Sciences, Design and the Arts, Identity and Equity in the U.S.

Footnotes

- ¹ Students must take both courses to receive credit for ACIS 1504.
- ² Students must take both courses to receive credit for BIT 2405.
- ³ Students must take both courses to receive credit for MATH 1524.
- ⁴ Students must take both courses to receive credit for PSYC 1004.
- ⁵ Students must take both courses to receive credit for SOC 1004.
- ⁶ Refer to General Education requirements.

[See Foreign Language Requirement](#)

Notes:

Students who earn a transferable A.S. degree may have some general education requirements waived.

Some junior-level business courses at VT require math, accounting, economics, and business information technology courses and/or junior standing (60 hours).