



Virginia Community College Guaranteed Admissions Agreement

Suggested Curriculum Guide - *Marketing Major*

In 2007, Lynchburg College (LC) and the Virginia Community College System (VCCS) signed a guaranteed admissions agreement. Under the agreement, students with a qualifying degree program who have a grade point average of 2.0 or higher are eligible for guaranteed admission to the College. Students will also have fulfilled LC's general education requirements except for the intermediate foreign language requirement and a two-semester-hour Senior Symposium course. Below is a plan for completion of a degree in Marketing for students eligible for guaranteed admission enrolled full-time at LC.

This schedule is based on students having completed the following courses before enrolling at Lynchburg College: Accounting I and II or Principles of Accounting I and II (**ACC 111-112, ACC 211-212**), Principles of Economics-Macro and Principles of Economics-Micro (**ECO 201-202**), Principles of Management (**BUS 200**), Business Statistics I (**BUS 221**), Operations Management (**BUS 156**), and with grades of C or better before transferring to LC.

While not all students will take all the courses in their major in exactly the same sequence, the guide below can be used in combination with the on-line graduation progress report as a pathway to degree completion. See the Academic Regulations in the Lynchburg College Catalogue for all academic degree requirements. Students should consult their major advisor for guidance specific to the student's needs and interests.

Courses in bold can be taken at Virginia Community Colleges or LC. If students take these courses as part of their associate's degree, they do not need to retake them at Lynchburg College. Students may transfer a maximum of 76 credit hours to the College. They must take a minimum of 48 credit hours at LC, and must have a total of 124 credit hours to earn the bachelor's degree.

Junior Year	Hours	Fall Completed	Spring Completed	Senior Year	Hours	Fall Completed	Spring Completed
BUAD 322	3	↓	↓	BUAD 441	3		↓
BUAD 352	3			BUAD 451	3		
FIN 317	3			FORL 201 or Elective	3		
FORL 101, 102, 201 or Elective	6			MKTG 371	3		
MGMT 310	3			MKTG 375	3		
MKTG 309	3			MKTG 451	3		
MKTG 379	3			Senior Symposium	2		
Minor/Electives	9			MKTG 374, MKTG 372, MKTG 377, MKTG 380, MKTG 425, MKTG 397 or MKTG 399 *	6		
				Minor/Electives	6		
	33				32		

Several courses in the business program can be taken in the fall or spring semester.

* Electives are not offered every semester, so students will have to plan ahead.



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