

ADVANCE

A NOVA | MASON PARTNERSHIP

A.S. Business Administration/
B.S. Business - Marketing Concentration
Pathway
2021-2022

A.S. Business Administration

ADVANCE Program Milestones

ADVANCE Milestone Requirements: All ADVANCE students must adhere to the following requirements. For Milestones #1-#3, failure to meet these milestones will prevent a student from matriculating to Mason and/or result in termination from ADVANCE. For Milestones #4-#6, failure to meet these milestones may delay matriculation to Mason.

1. Students must complete their NOVA degree within 4 years of being admitted into ADVANCE. Students are highly encouraged to be continuously enrolled at NOVA/Mason to support progress towards degree completion.
2. Students must have a minimum 2.5 cumulative GPA upon graduation from NOVA.
3. Students who wish to enroll at Mason for the fall semester must apply for NOVA graduation by March 1 for spring graduation or June 1 for summer graduation. Students who wish to enroll at Mason for the spring semester must apply for NOVA graduation by October 1 for winter graduation.
4. Students must begin developmental coursework in no later than the first semester in ADVANCE at NOVA.
5. Students must take first college-level MTH course and ENG 111 in the semester immediately following the completion of any MDE or EDE courses (excluding summer).
6. In the first 30 credits, students must:
 - a. Complete ENG 111 and ENG 112 with a C or better.
 - b. Complete the first college-level MTH course with a C or better.

NOVA DEGREE REQUIREMENT	Credits	Courses	MASON TRANSFER EQUIVALENT	MASON CORE/DEGREE EQUIVALENT
1 SDV Course	1	SDV 100 College Success Skills OR SDV 101 Orientation to Business	UNIV 100	General Elective
2 ENG 111	3	ENG 111 College Composition I	ENGH 101	Written Comm
3 CST Course	3	CST 100 Principles of Public Speaking OR CST 110 Introduction to Communication	COMM 100 COMM 101	Oral Comm
4 HIS Course	3	HIS 101 History of Western Civilization I OR HIS 102 History of Western Civilization II OR HIS 112 History of World Civilization II	HIST 101 HIST 102 HIST 125	Western Civ
5 ITE 115 or ITE 119	3	ITE 115 Introduction to Computer Applications and Concepts OR ITE 119 Information Literacy	IT 103 IT 104	General Elective
6 MTH 161 or Higher	3	MTH 161 Pre-Calculus I	None	Prerequisite
7 BUS 100	3	BUS 100 Introduction to Business	BUS 100	Soc/Behav
8 ENG 112	3	ENG 112 College Composition II	ENGH XXX	General Elective
9 MTH 261	3	MTH 261 Applied Calculus I	MATH 108	Quantitative
10 Humanities/Fine Arts #1	3	ART 100 Art Appreciation OR ART 101 History and Appreciation of Art I OR ART 102 History and Appreciation of Art II OR CST 130 Introduction to Theatre OR CST 151 Film Appreciation I OR MUS 121 Music Appreciation I	ARTH 101 ARTH 200 ARTH 201 THR 101 ENGH L372 MUSI 101	Arts
11 Science Course #1	4	BIO 101 General Biology I OR CHM 101 Introductory Chemistry I OR ENV 121 General Environmental Science I OR GOL 105 Physical Geology OR PHY 101 Introduction to Physics I	BIOL 103/105 CHEM 103 EVPP 108/109 GEOL 101 PHYS 103	Nat Science
12 ACC 211	3	ACC 211 Principles of Accounting I	See #17	General Elective
13 BUS 280	3	BUS 280 Introduction to International Business	BUS 200	Global
14 ECO 201	3	ECO 201 Principles of Macroeconomics	ECON 104	Major

15	Humanities/Fine Arts #2	3	ENG 236 Introduction to the Short Story OR ENG 241 Survey of American Literature I OR ENG 242 Survey of American Literature II OR ENG 251 Survey of World Literature I OR ENG 252 Survey of World Literature II OR ENG 253 Survey of African-American Literature I	ENGH 202	Literature
16	Science Course #2	4	BIO 101 General Biology I OR BIO 102 General Biology II OR CHM 101 Introductory Chemistry I OR ENV 121 General Environmental Science I OR ENV 122 General Environmental Science II OR GOL 105 Physical Geology OR GOL 106 Historical Geology OR PHY 101 Introduction to Physics I OR PHY 102 Introduction to Physics II	BIOL 103/105 BIOL 102 CHEM 103 EVPP 108/109 EVPP 112/113 GEOL 101 GEOL 102/104 PHYS 103 PHYS 104	Nat Science
17	ACC 212	3	ACC 212 Principles of Accounting II	ACCT 203-2XX ¹	Major
18	ECO 202	3	ECO 202 Principles of Microeconomics	ECON 103	Major
19	BUS 224	4	BUS 224 Statistical Analysis for Business	BUS 210	Major
20	BUS 270	3	BUS 270 Interpersonal Dynamics in the Business Organization	BUS 103	Major

A. S. BUSINESS DEGREE TOTAL 61

For academic policies and procedures, please see NOVA catalog - <http://www.nvcc.edu/catalog/index.html>

B.S. Business - Marketing Concentration

	MASON DEGREE REQUIREMENT	Credits	Course	MASON CORE/DEGREE EQUIVALENT
21	Business Foundations	3	BUS 310 Business Analytics II	Major
22	Business Core	3	BULE 303 Legal Environment of Business	Major
23	Business Core	3	MKTG 303 Principles of Marketing	Major
24	Business Core	3	ACCT 303 Accounting for Decision Making	Major
25	Business Core	3	MGMT 303 Principles of Management	Major
26	Marketing Concentration	3	MKTG 312 Consumer Behavior	Major
27	Marketing Concentration	3	Marketing Elective ²	Major
28	Business Core	3	FNAN 303 Financial Management	Major
29	Gen Ed: Written Communication (UL)	3	ENGH 302 Advanced Composition (Business Section)	Written Comm
30	Gen Ed: Information Technology/Business Core	3	MIS 303 Introduction to Business Information Systems	Info Tech & Major
31	Business Core	3	BUS 303 Professional Skills II	Major
32	Business Core	3	OSCM 303 Operations Management	Major
33	Marketing Concentration	3	MKTG 351 Marketing Research	Major
34	Marketing Concentration	3	Marketing Elective ²	Major
35	Marketing Concentration	3	Marketing Elective ²	Major
36	Marketing Concentration	3	Marketing Elective ²	Major
37	General Electives	3	General Elective	General Elective
38	Marketing Concentration	3	MKTG 471 Marketing Management	Writing Intensive
39	Capstone	3	BUS 498 Business Capstone	Synthesis & Major
40	General Electives	5	General Elective	General Elective

B.S. BUSINESS DEGREE TOTAL 123

Important Academic Information:

¹Students must take ACC 211 and ACC 212 in order to receive credit for ACCT 203.

²For approved Marketing Electives, please visit - <https://catalog.gmu.edu/colleges-schools/business/business-bs/#requirementstext>

Additional General Notes & Resources:

- Students must complete a minimum of 30 credits of School of Business core and concentration courses at Mason, of which at least 9 credits required for the specific major and BUS 498. All business foundations, business core, and concentration requirements must have a grade of C or higher. Students are not permitted to take more than three attempts to achieve a C or higher in any of the Business Foundation, Business Core, and business concentration requirements. Those who do not successfully complete the Business foundations, core, or concentration requirements within three attempts will be terminated from the School of Business and not eligible to receive a degree from the School of Business.
- ADVANCE students who earn at least a 2.85 cumulative GPA and no more than 9 credits of unrepeated D/F grades may be eligible to receive a waiver for any lower-level Mason Core courses not already completed. To be eligible for the core waiver, students must also complete the requirements of the AA or AS degree listed on their pathway, and apply to graduate from NOVA by the deadline (see milestone #3). Students must meet these criteria by the time of matriculation to Mason and provide the Office of Admissions a final, official transcript reflecting the degree conferral date.
- For academic policies and procedures, please see Mason catalog - <https://catalog.gmu.edu/policies/>
- Students seeking a bachelor's degree must apply at least 45 credits of upper-level courses (numbered 300 or above) toward graduation.