

UTK ARTICULATION AGREEMENT ADVERTISING

This program leads to an Associate of Arts degree from Chattanooga State and a Bachelor of Science in Communication with a major in Advertising from the University of Tennessee.

CHATTANOOGA STATE

Freshman	fall	spring	Sophomore	fall	spring
English 1010-1020	3	3	³ Humanities	-	3
History 1010-1020 or 1110-1120	3	3	Psychology 101	3	-
Mathematics 1710; 1830 or 1910.....	3	3	⁴ Literature.....	3	3
¹ Natural Science.....	4	4	Mass Communications 110	3	-
² Intermediate Foreign Language	3	3	Speech 110	-	3
			⁵ Social Science	-	3
			Sociology 216	-	3
			Mathematics 1510	3	-
			General Elective	1	-
TOTAL	16	16			
			TOTAL	13	15

UNIVERSITY OF TENNESSEE

Summer: Advertising 250 (3 credit hours)

Junior	fall	spring	Senior	fall	spring
Advertising 350, and 360	6		Advertising 450, 480.....	6	
Arts and Sciences Elective	3		Advertising 470.....	3	
Advertising 380.....	1		Marketing 300.....	3	
Advertising 310, 340	6		Management 300.....	3	
Economics 201	4		Psychology 360	3	
Public Relations 270	3		Communication and Information Elective.....	3	
Business Administration 201	4		Arts and Sciences Elective.....	3	
Accounting 200	3		General Elective	3	
TOTAL		30	TOTAL		27

In order to progress to the Advertising major in the College of Communication and Information, students must complete this prescribed curriculum with a 2.75 cumulative grade point average. In order to receive the BS degree from the University of Tennessee, 120 hours must be completed.

¹Select from: ASTR 1030; BIOL 1110, 1120; CHEM 1010, 1020, 1110, 1120; GEOL 1040, 1050; PHYS 2010, 2020, 2110.

²Students must complete six hours of foreign language at the intermediate (200 level) in the same foreign language. Students with inadequate high school preparation will need to take the elementary (100 level) courses as prerequisites.

³Course selected from: ART 1010, 1020, 1030; HUM 2130; MUS 1030; PHIL 1030, 2230; RELS 2030; THEA 1030.

⁴Courses selected from: ENGL 2110, 2120, 2210, 2220, 2410, 2420.

⁵Course selected from: GEOG 103, PO 110; SO 110.