

## UTK ARTICULATION AGREEMENT MARKETING

This program leads to an Associate of Science degree from Hiwassee College and a Bachelor of Science in Business Administration with a major in Marketing from the University of Tennessee.

### HIWASSEE COLLEGE

Freshman	fall	spring	Sophomore	fall	spring
English 1010-1020 .....	3	3	Accounting 2010-2020 .....	3	3
Mathematics 1910-1920 or 1630-1710 .....	3-4	3-4	Economics 2010-2020 .....	3	3
<sup>1</sup> Natural Science .....	4	4	<sup>4</sup> Humanities Literature .....	3	-
<sup>2</sup> Intermediate Foreign Language.....	3	3	Communication 2120.....	3	-
<sup>3</sup> Social Science .....	3	-	Business Administration 2110 .....	-	3
Public Programs.....	0.5	0.5	History 1010-1020 .....	3	3
Physical Education .....	1	1	<sup>5</sup> Religion.....	-	3
			<sup>6</sup> Humanities .....	3	3
			Public Programs.....	0.5	0.5
TOTAL	17.5-18.5	14.5-15.5	TOTAL	18.5	18.5

Students may progress into a major in the College of Business Administration on the basis of the availability of space in the college. While the minimum cumulative grade point average is subject to change, the minimum required in this prescribed curriculum for 2006-2007 is 2.75 in the following pre-core business classes: Accounting 2010-2020, Business Administration 201, Economics 2110-2120, Mathematics 1910-1920 or 1630-1710, Mathematics 2210, and Written Communications (English 295, 255, or 355).

### UNIVERSITY OF TENNESSEE

#### Collateral Option

Junior	Hours	Senior	Hours
Business Administration 331-332 .....	4	Marketing 350.....	3
Business Administration 341-342 .....	4	<sup>8</sup> Marketing Electives.....	4
Finance 301 .....	3	<sup>7</sup> Collateral.....	6
Business Administration 353 .....	3	Management 401 .....	3
Business Administration 361 .....	3	Marketing 460.....	3
Marketing 340, 345 .....	5	Electives.....	10
<sup>7</sup> Collateral .....	3		
Business Law 301 .....	3	TOTAL	29
Philosophy 243, 244, or 443 .....	3		
TOTAL	32		

<sup>1</sup>Select from: BIO 1010-1020, 1110-1120, 1210-1220, 2230; CHEM 1010-1020, 1110-1120; PHYS 2010-2020, 2110-2120.

<sup>2</sup>Students lacking two years of study in the same foreign language at high school level will take the prerequisite to this sequence: one year of beginning foreign language.

<sup>3</sup>Select from: POL SCI 1020; PSYC 1110; SOC 1010, 1020, 2100, 2200.

<sup>4</sup>Select one course from: ENG 2110, 2120, 2210, 2220, 2410, 2420.

<sup>5</sup>Select one course from: REL 2210, 2220, 2230, 2240, or 2250.

<sup>6</sup>Select from: ART 1010, 1020; MUSIC 1030; PHIL 1030; THEA 1030.

<sup>7</sup>Select nine hours from one area: Logistics – LOG 310, 411, 421; Resource Management - ACC 321, FIN 435, 455; Information Management - IM 341, 342, 442 or 443; International Business - IB 409, 419, 429, 439, 449, 489.

<sup>8</sup>Select two from: MKT 452, 456, 458.

## UTK ARTICULATION AGREEMENT MARKETING (CONTINUED)

---

### UNIVERSITY OF TENNESSEE

---

#### Logistics Dual Concentration

Junior	Hours	Senior	Hours
Business Administration 331-332.....	4	Marketing 350.....	3
Business Administration 341-342.....	4	<sup>7</sup> Marketing Electives.....	4
Finance 301 .....	3	Logistics 411; 421 or 413 .....	6
Business Administration 353 .....	3	Management 401 .....	3
Business Administration 361 .....	3	Marketing 460.....	3
Marketing 340.....	3	Logistics 460 .....	3
Business Law 301 .....	3	Electives.....	9
Logistics 310 .....	3		
Philosophy 243, 244, or 443 .....	3	TOTAL	<u>31</u>
	—		
TOTAL	29		

<sup>7</sup>Select two courses from MKT 452, 456, 458.

#### International Business Dual Concentration

Junior	Hours	Senior	Hours
Business Administration 331-332.....	4	Marketing 350.....	3
Business Administration 341-342.....	4	<sup>7</sup> Marketing Electives.....	4
Finance 301 .....	3	<sup>8</sup> International Business .....	12
Business Administration 353 .....	3	Management 401 .....	3
Business Administration 361 .....	3	Marketing 460.....	3
Marketing 340.....	3	Electives.....	6
Business Law 301 .....	3		
<sup>6</sup> International Business 489 .....	0	TOTAL	<u>31</u>
Electives.....	6		
Philosophy 243, 244, or 443 .....	3		
	—		
TOTAL	29		

<sup>6</sup>Students will be required to complete a study abroad experience approved by the College of Business Administration Undergraduate Programs Office and represented by enrollment in International Business 489.

<sup>7</sup>Choose two from MKT 452, 456, or 458.

<sup>8</sup>Any four courses chosen from IB 409, 419, 429, 439, or 449.

## UTK ARTICULATION AGREEMENT MARKETING (CONTINUED)

### UNIVERSITY OF TENNESSEE

#### Statistics Dual Concentration

Junior	Hours	Senior	Hours
Business Administration 331-332.....	4	Marketing 350.....	3
Business Administration 341-342.....	4	<sup>7</sup> Statistics Dual Concentration .....	9
Finance 301 .....	3	<sup>8</sup> Marketing Electives.....	4
Business Administration 353 .....	3	Management 401.....	3
Business Administration 361.....	3	Marketing 460.....	3
Marketing 340.....	3	Electives.....	9
Business Law 301.....	3		
<sup>7</sup> Statistics Dual Concentration .....	3	TOTAL	31
Philosophy 243, 244, or 443 .....	3		
	—		
TOTAL	29		

<sup>7</sup>Select one option: Option 1 - STAT 320, 330, 371, and 474 or 475.

<sup>8</sup>Select two from: MKT 452, 456, 458.

#### Information Management Dual Concentration

Junior	Hours	Senior	Hours
Business Administration 331-332.....	4	Marketing 350.....	3
Business Administration 341-342.....	4	<sup>7</sup> Marketing Electives.....	4
Finance 301 .....	3	Information Management 342, 442, 443 .....	9
Business Administration 353 .....	3	Management 401.....	3
Business Administration 361.....	3	Marketing 460.....	3
Marketing 340.....	3	Electives.....	9
Business Law 301.....	3		
Information Management 341 .....	3	TOTAL	31
Philosophy 243, 244, or 443 .....	3		
	—		
TOTAL	29		

<sup>7</sup>Select two courses from: MKT 452, 456, 458.

#### Innternal Auditing Dual Concentration

Junior	Hours	Senior	Hours
Business Administration 331-332.....	4	Marketing 350.....	3
Business Administration 341-342.....	4	<sup>7</sup> Marketing Electives.....	4
Finance 301 .....	3	Accounting 311, 411 .....	6
Accounting 301 .....	3	Management 401.....	3
Business Administration 353 .....	3	Marketing 460.....	3
Business Administration 361.....	3	Business Law 301 .....	3
Marketing 340.....	3	Electives.....	9
Information Management 341 .....	3		
Philosophy 243, 244, or 443 .....	3	TOTAL	31
	—		
TOTAL	29		

<sup>7</sup>Select two courses from: MKT 452, 456, 458.