

UTK ARTICULATION AGREEMENT ADVERTISING

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

WALTERSSTATE

Freshman	fall	spring	Sophomore	fall	spring
English 1010-1020	3	3	³ Humanities	-	3
History 1110-1120	3	3	Psychology 1310	3	-
Mathematics 1630; 1830 or 1910	3	3	⁴ Literature	3	3
¹ Natural Science	4	4	Mass Communications 1020	3	-
² Intermediate Foreign Language	3	3	Speech 2010	3	-
			Mathematics 2050	3	-
TOTAL	<u>16</u>	<u>16</u>	Economics 2010	-	4
			Sociology 1240.....	-	3
			TOTAL	<u>15</u>	<u>13</u>

UNIVERSITY OF TENNESSEE

Summer: Advertising 250 (if offered) (3 credit hours)

Junior	hours	Senior	hours
Advertising 350 and 360	6	Advertising 450-480.....	6
Arts and Sciences Electives.....	6	Advertising 470.....	3
Advertising 380	1	Marketing 300.....	3
Advertising 310, 340	6	Management 300.....	3
Public Relations 270	3	Psychology 360	3
Business Administration 201	4	Communication and Information Elective.....	3
Accounting 200	3	General Electives	4
TOTAL	<u>29</u>	Arts & Sciences Elective	3
		TOTAL	<u>28</u>

In order to progress into 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.

¹Courses must be selected from: ASTR 1030-31;BIOL 1010-11, 1020-21, 1110-11, 1120-21;CHEM 1010-11, 1110-11, 1120-21;GEOL 1030-31;PHYS 2010-11, 2020-21.

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

³Course selected from : ART 1030, 2040, 2050; MUS 1030; PHIL 1030, 2020, 2210; THEA 1030.

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