

UTK ARTICULATION AGREEMENT MARKETING

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

CLEVELANDSTATE

Freshman	fall	spring	Sophomore	fall	spring
English 1010-1020	3	3	Accounting 2010-2020	3	3
Mathematics 1610-1810 or 1910-1920	3-4	3-4	Economics 2110-2120.....	3	3
¹ Natural Science	4	4	⁴ Humanities Literature.....	3	3
² Intermediate Foreign Language	3	3	Business 1010, 2710	-	6
³ Social Science	3	-	Speech 2310	3	-
CIS 1110	-	3	History 1010-1020	3	3
			⁵ Humanities	3	3
TOTAL	16-17	16-17	TOTAL	18	18

Note: Students must complete one *Written Communications* course (*English 255, 295, or 355*) prior to being admitted to the major. It is suggested that students take the course in the summer before starting at UT or upper division Business classes cannot be taken.

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 2008-2009 is 2.75 in the following pre-core business classes: Accounting 2010-2020, Business 1010, 2710, Computer & Information Systems 1110, Economics 2110-2120, Mathematics 1610-1810 (or 1910, 1920), Speech 2310, and *Written Communications*.

UNIVERSITY OF TENNESSEE *Marketing - Collateral Option*

Junior	Hours	Senior	Hours
Business Administration 331-332.....	4	Marketing 350.....	3
Business Administration 341-342.....	4	⁶ Collateral.....	6
Finance 301	3	⁷ Marketing Electives.....	4
Business Administration 353, 361	6	⁸ Management 401	3
Marketing 340, 345.....	5	Marketing 460.....	3
Business Law 301	3	Electives.....	10
⁶ Collateral.....	3		
Philosophy 243, 244, or 443	3	TOTAL	29
		TOTAL	31

¹Select from: ASTR 1010-1011, 1020-1021; BIOL 1010-1011, 1020-1021, 1110-1111, 1120-1121; CHEM 1110-1111, 1120-1121; PHYS 2010-2011, 2020-2021, 2110-2111, 2120-2121.

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.

³Select from: PSY 1010, 2110; SOC 2010, 2020.

⁴Select from: ENGL 2110, 2120, 2210, 2220, 2310, 2320.

⁵Select from: ART 1810, 1820; MUS 1030.

⁶Select nine hours from one area: Logistics – LOG 310, 411, 421; Resource Management – ACC 301, FIN 425, 455; Information Management - IM 341, 342, and either 442 or 443; International Business – Select three courses from IB 409, 419, 429, 439, 449, or 459; and IB 489*.

⁷Select two courses from: MKT 452, 456, 458.

⁸Students completing the International Business Collateral will substitute Management 402.

*Students pursuing the international business collateral 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.

NOTE: Only in exceptional cases will an application for transfer students be considered after 75 hours of coursework have been attempted.

UTK ARTICULATION AGREEMENT MARKETING (CONTINUED)

UNIVERSITY OF TENNESSEE

Marketing - Logistics Dual Concentration

Junior	Hours	Senior	Hours
Business Administration 331-332.....	4	Marketing 350.....	3
Business Administration 341-342.....	4	⁶ 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		

⁶Select two courses from: MKT 452, 456, 458.

Marketing - International Business Dual Concentration

Junior	Hours	Senior	Hours
Business Administration 331-332.....	4	Marketing 350.....	3
Business Administration 341-342.....	4	⁷ Marketing Electives.....	4
Finance 301	3	⁸ International Business	12
Business Administration 353	3	Management 402	3
Business Administration 361.....	3	Marketing 460.....	3
Marketing 340.....	3	Electives.....	6
Business Law 301.....	3		
⁶ International Business 489	0	TOTAL	<u>31</u>
Elective	3		
Philosophy 243, 244, or 443	3		
	—		
TOTAL	29		

⁶Students 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.

⁷Choose two courses from MKT 452, 456, or 458.

⁸Select any four courses chosen from IB 409, 419, 429, 439, 449, or 459.

UTK ARTICULATION AGREEMENT MARKETING (CONTINUED)

UNIVERSITY OF TENNESSEE

Marketing - Statistics Dual Concentration

Junior	Hours	Senior	Hours
Business Administration 331-332.....	4	Marketing 350.....	3
Business Administration 341-342.....	4	⁶ Marketing Electives.....	4
Finance 301	3	⁷ Statistics Dual Concentration	9
Business Administration 353	3	Management 401.....	3
Business Administration 361.....	3	Marketing 460.....	3
Marketing 340.....	3	Electives.....	9
Business Law 301.....	3		
Statistics 320	3		
Philosophy 243, 244, or 443	3		
	—	TOTAL	31
TOTAL	29		

⁶Select two courses from: MKT 452, 456, or 458.

⁷Select one option: Option 1: STAT 330, 471, and either 474 or 475; Option 2 - STAT 471, 474, 475.

Marketing - Information Management Dual Concentration

Junior	Hours	Senior	Hours
Business Administration 331-332.....	4	Marketing 350.....	3
Business Administration 341-342.....	4	⁶ Marketing Electives.....	4
Finance 301	3	Information Management 342, 442, and 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		
Philosophy 243, 244, or 443	3		
	—	TOTAL	31
TOTAL	29		

⁶Select two courses from: MKT 452, 456, or 458.

Marketing - Internal Auditing Dual Concentration

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

⁶Select two courses from: MKT 452, 456, 458.

⁷Students are encouraged to take ACC 321.