

## UTK ARTICULATION AGREEMENT MARKETING

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

### CHATTANOOGA STATE

Freshman	fall	spring	Sophomore	fall	spring
English 1010-1020 .....	3	3	Speech 110.....	3	-
Mathematics 1910-1920 .....	4	4	Business 114-115.....	3	3
<sup>1</sup> Lab Science Sequence .....	4	4	Economics 211-212 .....	3	3
<sup>2</sup> Intermediate Foreign Language .....	3	3	<sup>4</sup> Humanities Literature .....	-	3
<sup>3</sup> Humanities.....	3	3	History 1010,1020, 1110, or 1120 ....	-	3
			Mathematics 1510 .....	3	-
TOTAL	17	17	Computer Literacy 101 .....	3	-
			<sup>5</sup> Social Sciences .....	-	3
			TOTAL	15	15

**NOTE: Students must complete Business Administration 201 and either English 255 or 295 for Written Communications at the University of Tennessee before they can be admitted to the major.**

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 3.0 in the following pre-core business classes: Business 114-115, Business Administration 201, Economics 211-212, Mathematics 1510, Mathematics 1910-1920, Speech 110, 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	<sup>6</sup> Collateral .....	6
Finance 301 .....	3	<sup>7</sup> Marketing Electives .....	4
Business Administration 353 .....	3	<sup>8</sup> Management 401 .....	3
Business Administration 361 .....	3	Marketing 460 .....	3
Marketing 340, 345 .....	5	Electives .....	10
Philosophy 243, 244, or 443 .....	3		
<sup>6</sup> Collateral .....	3	TOTAL	29
Business Law 301 .....	3		
TOTAL	31		

<sup>1</sup>Select from: ASTR 1030; BIO 1110-1120; CHEM 1010-1020, 1110-1120; GEOL 1040-1050; 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 beginning foreign language.

<sup>3</sup>Select two courses from: ART 1010, 1020; MUS 1030; THEA 1030.

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

<sup>5</sup>Select from: GEOG 1025; PY 101; SO 110, 216.

<sup>6</sup>Select 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 489\*.

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

<sup>8</sup>Students 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	<sup>6</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:	31
TOTAL:	29		

<sup>6</sup>Select 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	<sup>7</sup> International Business .....	12
Finance 301 .....	3	<sup>8</sup> Marketing Electives .....	4
Business Administration 353 .....	3	Management 402 .....	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:	31
Philosophy 243, 244, or 443 .....	3		
Electives .....	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>Select four courses from: IB 409, 419, 429, 439, 449, or 459.

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

#### Marketing - Statistics 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>6</sup> 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	TOTAL:	31
Philosophy 243, 244, or 443 .....	3		
TOTAL:	29		

<sup>6</sup>Select one option: Option 1 - STAT 330, 471, and either 474 or 475. Option 2 - STAT 471, 474, 475.

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

## UTK ARTICULATION AGREEMENT MARKETING (CONTINUED)

---



---

### UNIVERSITY OF TENNESSEE

---



---

#### Information Management Dual Concentration

<b>Junior</b>	<b>Hours</b>	<b>Senior</b>	<b>Hours</b>
Business Administration 331-332 .....	4	Marketing 350 .....	3
Business Administration 341-342 .....	4	Information Management 342 .....	3
Finance 301 .....	3	Information Management 442 .....	3
Business Administration 353 .....	3	Information Management 443 .....	3
Business Administration 361 .....	3	<sup>6</sup> Marketing Electives .....	4
Marketing 340 .....	3	Management 401 .....	3
Business Law 301 .....	3	Marketing 460 .....	3
Information Management 341 .....	3	Electives .....	9
Philosophy 243, 244, or 443 .....	3		
<b>TOTAL:</b>	<u>29</u>	<b>TOTAL:</b>	<u>31</u>

<sup>6</sup>Select two courses from: MKT 452, 456, 458.

#### Internal Auditing Dual Concentration

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

<sup>6</sup>Select two courses from: MKT 452, 456, 458.

<sup>7</sup>Students are encouraged to take ACC 321.