

UTK ARTICULATION AGREEMENT MARKETING

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

ROANESTATE

Freshman	fall	spring	Sophomore	fall	spring
English 1010-1020	3	3	Business 221-222	3	3
Mathematics 1630-1830 or 1910-1920	3-4	3-4	Economics 201-202	3	3
Business 100	1	-	³ Humanities Literature	3	-
Business 101	3	-	Mathematics 2050	-	3
¹ Natural Science	4	4	History 1010-1020 or 1210-1220	3	3
² Humanities	-	3	Speech 201	3	-
Office Administration 203	-	3	² Humanities	3	-
			⁴ Business 215	-	3
TOTAL	14-15	16-17	TOTAL	18	15

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: Business 100-101, Business 221-222, Economics 201-202, Mathematics 1630-1830 or 1910-1920, Mathematics 2050, Speech 201, and Office Administration 203.

UNIVERSITY OF TENNESSEE *Summer Transition: Beginning Foreign Language (6 hours)*⁵

Marketing - Collateral Option

Junior	hours	Senior	hours
Business Administration 331-332	4	Marketing 350	4
Business Administration 341-342	4	⁶ Collateral	6
Finance 301	3	⁷ Marketing Electives	4
Business Administration 353, 361	6	Business Law 301	3
Intermediate Foreign Language	6	⁸ Management 401	3
Marketing 340, 345	5	Marketing 460	2
⁶ Collateral	3	Social Science	3
		Electives	4
TOTAL	31	TOTAL	29

¹Select two courses from: ASTR 1010-1020; BIOL 1110-1120; CHEM 1010-1020, 1110-1120; GEOL 1040-1050; PHYS 2010-2020, 2110, 2120.

²Select from: ENGL 2110, 2120, 2210, 2220, 2310, 2320; MUS 1030; PHIL 1030; THEA 1030.

³Select from: ENGL 2110, 2120, 2210, 2220, 2310, 2320.

⁴Students may elect to take this course at UT. UT courses are PHIL 243, 244, or 443. (If students decide to take this course at UT, reduce electives by 3 hours).

⁵Students whose native language is not English may complete the foreign language requirement by completing the English composition requirement and any two-course literature sequence. The literature sequence will count towards UT's humanities requirements as well. Students who completed two years of the same foreign language in high school may not be required to complete these courses. Students should take the foreign language placement exam upon transfer to UT to determine which courses are needed.

⁶Select nine hours from one area: Logistics – LOG 310, 411, 421; Resource Management - ACC 301, FIN 425, 455; Information Management - IM 341, 342, and 442 or 443; International Business - IB 409, 419, 429, 439, 449, or 459 and 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	Business Law 301	3
Business Administration 341-342	4	Marketing 350	3
Finance 301	3	⁶ Marketing Electives	4
Business Administration 353	3	Logistics 411; 421 or 413	6
Business Administration 361	3	Management 401	3
Intermediate Foreign Language	6	Marketing 460	3
Marketing 340	3	Logistics 460	3
Logistics 310	3	Social Science	3
		Elective	3
TOTAL	29	TOTAL	31

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
Intermediate Foreign Language	6	Social Science	3
Marketing 340	3	Elective	3
Business Law 301	3		
⁶ International Business 489	0		
TOTAL	29	TOTAL	31

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.

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

⁸Any four courses from: IB 409, 419, 429, 439, 449, or 459.

Marketing - Statistics 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 Statistics Dual Concentration	9
Business Administration 353	3	⁷ Marketing Electives	4
Business Administration 361	3	Management 401	3
Intermediate Foreign Language	6	Marketing 460	3
Marketing 340	3	Social Science	3
Statistics 320	3	Elective	3
TOTAL	29	TOTAL	31

⁶Select one option: Option 1 - STAT 330, 471, and either 474 or 475; Option 2 - STAT 471, 474, 475.

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

UTK ARTICULATION AGREEMENT MARKETING (CONTINUED)

UNIVERSITY OF TENNESSEE

Marketing - Information Management Dual Concentration

Junior	Hours	Senior	Hours
Business Administration 331-332	4	Business Law 301	3
Business Administration 341-342	4	Marketing 350, 460	6
Finance 301	3	Information Management 342	3
Business Administration 353	3	Information Management 442	3
Business Administration 361	3	Information Management 443	3
Intermediate Foreign Language	6	⁶ Marketing Electives	4
Marketing 340	3	Management 401	3
Information Management 341	3	Social Science	3
		Elective	3
TOTAL:	29	TOTAL:	31

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

Marketing - Internal Auditing Dual Concentration

Junior	Hours	Senior	Hours
Business Administration 331-332	4	Marketing 350	4
Business Administration 341-342	4	Accounting 311, 411	6
Finance 301	3	⁶ Marketing Electives	4
Accounting 301	3	Management 401	3
Business Administration 353	3	Business Law 301	3
Business Administration 361	3	Marketing 460	3
Intermediate Foreign Language	6	⁷ Elective	3
Marketing 340	3	Social Science	3
Information Management 341	3		
TOTAL:	32	TOTAL:	28

⁶Select four hours from: MKT 452, 456, 458.

⁷Students are encouraged to take ACC 321.