

UTK ARTICULATION AGREEMENT MARKETING

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

WALTERS STATE

| Freshman | fall | spring | Sophomore | fall | spring |
|--|-------|--------|---|------|--------|
| English 1010-1020..... | 3 | 3 | Accounting 2110 | 3 | - |
| Mathematics 1630-1830 or 1910-1920..... | 3-4 | 3-4 | Economics 2110..... | - | 4 |
| ¹ Natural Science..... | 4 | 4 | ⁴ Humanities Literature..... | 3 | - |
| ² Social Science | 3 | - | Business 2010 | - | 4 |
| ³ Humanities | - | 3 | Economics 2210 | 3 | - |
| Management 1100 | 3 | - | History 1110-1120..... | 3 | 3 |
| | | | Speech 2010 | 3 | - |
| | | | Management 2590..... | - | 3 |
| Total | 16-17 | 13-14 | ³ Humanities | - | 3 |
| | | | Total | 15 | 17 |

Walters State requires 60 hours to graduate with an Associate of Science degree. 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 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: Accounting 2110, Business 2010, Economics 2110 & 2210, Mathematics 1630-1830 or 1910-1920, Management 2590, and Speech 2010.

UNIVERSITY OF TENNESSEE

Marketing - Collateral Option

| 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 | ⁵ Collateral | 6 |
| Business Administration 361..... | 3 | Management 401..... | 3 |
| Intermediate Foreign Language | 6 | Marketing 460 | 3 |
| Marketing 340, 345 | 5 | Electives..... | 4 |
| ⁵ Collateral..... | 3 | Philosophy 243, 244, or 443 | 3 |
| Total | 31 | Total | 29 |

¹Select two courses from: ASTR 1030-1031; BIOL 1010-1011, 1020-1021, 1110-1111, 1120-1121; CHEM 1010-1011, 1020-1021, 1110-1111, 1120-1121; GEOL 1030-1031; PHYS 2010-2011, 2020-2021, 2110-2111, 2120-2121.

²Select from: GEOG 1013, 1014; POLI 2010; PSYC 1310; SOCI 1005, 1010, 1020, 2020.

³Select two courses from: ART 2040, 2050; MUS 1030; PHIL 1030; THEA 1030.

⁴Select from: ENGL 2110, 2120, 2410, 2420.

⁵Select nine hours from one area: Logistics – LOG 310, 411, 421; Resource Management - ACC 301, FIN 425, 455; Information Management - IM 341, 342, 442 or 443; International Business - three courses from IB 409, 419, 429, 439, 449, or 459, and 489*:

⁶Marketing Electives-Choose two courses from: MKT 452, 456, 458.

⁷Students completing the International Business Collateral will substitute Management 402.

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

*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.

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 | ⁵ 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 |
| Intermediate Foreign Language | 6 | Logistics 460 | 3 |
| Marketing 340 | 3 | Philosophy 243, 244, or 443 | 3 |
| Business Law 301 | 3 | Electives | 3 |
| Logistics 310 | 3 | | |
| TOTAL | <u>32</u> | TOTAL: | <u>28</u> |

⁵Select 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 | ⁶ Marketing Electives | 4 |
| Finance 301 | 3 | ⁷ International Business | 12 |
| Business Administration 353 | 3 | Management 402 | 3 |
| Business Administration 361 | 3 | Marketing 460 | 3 |
| Intermediate Foreign Language | 6 | Business Law 301 | 3 |
| Marketing 340 | 3 | Electives | 3 |
| Philosophy 243, 244, or 443 | 3 | | |
| ⁵ International Business 489 | 0 | TOTAL | 31 |
| TOTAL | 29 | | |

⁵Students 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.

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

⁸Select 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 | ⁵ Statistics Dual Concentration | 9 |
| Business Administration 353 | 3 | ⁶ Marketing Electives | 4 |
| Business Administration 361 | 3 | Management 401 | 3 |
| Intermediate Foreign Language | 6 | Marketing 460 | 3 |
| Marketing 340 | 3 | Electives | 3 |
| Statistics 320 | 3 | | |
| Philosophy 243, 244, or 443 | 3 | TOTAL: | 28 |
| TOTAL: | 32 | | |

⁵Select one option: Option 1 - STAT 330, 471, and either 474 or 475; Option 2 - STAT 471, 474, 475.

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

UTK ARTICULATION AGREEMENT MARKETING (CONTINUED)

UNIVERSITY OF TENNESSEE

Information Management 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 | ⁵ Marketing Electives..... | 4 |
| Business Administration 353 | 3 | Information Management 342, 442, 443 | 9 |
| Business Administration 361..... | 3 | Management 401..... | 3 |
| Intermediate Foreign Language | 6 | Marketing 460 | 3 |
| Marketing 340 | 3 | Electives..... | 3 |
| Philosophy 243, 244, or 443 | 3 | | |
| Information Management 341..... | 3 | Total | 28 |
| | — | | |
| Total | 32 | | |

⁵Select two courses from: MKT 452, 456, 458.

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 | ⁵ Marketing Electives..... | 4 |
| Accounting 301 | 3 | Accounting 311, 411 | 6 |
| Business Administration 353 | 3 | Management 401..... | 3 |
| Business Administration 361..... | 3 | Marketing 460 | 3 |
| Intermediate Foreign Language | 6 | Philosophy 243, 244, or 443 | 3 |
| Marketing 340 | 3 | ⁶ Electives..... | 3 |
| Information Management 341..... | 3 | | |
| | — | Total | 28 |
| Total | 32 | | |

⁵Select two courses from: MKT 452, 456, 458.

⁶Students are encouraged to take ACC 321.