

UTK ARTICULATION AGREEMENT MARKETING

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

COLUMBIA STATE

Freshman	Fall	Spring	Sophomore	Fall	Spring
English 1010-1020	3	3	Business 121-122	3	3
Mathematics 1910-1920	4	4	Economics 201-202	3	3
¹ Natural Science	4	4	⁴ Humanities Literature	3	-
² Intermediate Foreign Language	3	3	Business 205	-	3
³ Social Science	-	3	Speech 241	3	-
TOTAL	14	17	History 1110-1120	3	3
			⁵ Humanities	3	3
			TOTAL	18	15

NOTE: Students must complete one Written Communication course (English 255 or 295) and Business Administration 201 prior to being admitted to the major. It is suggested that students take the courses 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 2009-2010 is 2.75 in the following pre-core business classes: Business 121, 122, 205, Business Administration 201, Economics 201-202, Mathematics 1910-1920, Speech 241, and Written Communication.

UNIVERSITY OF TENNESSEE

Marketing—Collateral Option

Junior	Hours	Senior	Hours
Business Administration 331-332	4	Business Law 301	3
Business Administration 341-342	4	⁶ Collateral	6
Finance 301	3	Marketing 360	3
Business Administration 353	3	⁷ Marketing Elective	3
Business Administration 361	3	Marketing 460	3
Marketing 340, 350	6	Electives	10
⁶ Collateral	3	⁸ Management 401	3
Philosophy 243, 244, or 443	3	TOTAL	31
TOTAL	29		

¹Select from: ASTR 1030; BIOL 1110, 1120; CHEM 1110, 1120; PHYS 2010, 2020, 2110, 2120.

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

³Select from: GEOG 1210, 1220; POL 201; PSY 206; SOC 201, 203, 210.

⁴Select from: ENGL 2010 or 2020.

⁵Select from: ART 2010, 2020; MUS 1030; PHIL 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, 459, 469 or BA 400; and IB 489*.

⁷Select one course from: MKT 462, 466, 468.

*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 (CONT'D)

UNIVERSITY OF TENNESSEE			
<u>Marketing - Logistics Dual Concentration</u>			
Junior	Hours	Senior	Hours
Business Administration 331-332	4	Business Law 301	3
Business Administration 341-342	4	Marketing 360	3
Finance 301	3	Logistics 411	3
Business Administration 353	3	Marketing 460	3
Business Administration 361	3	Logistics 421 or 413 and 460	6
Marketing 340	3	Electives	10
Marketing 350	3	Management 402	3
Logistics 310	3	TOTAL	31
Philosophy 243, 244, or 443	3		
TOTAL	29		

<u>Marketing - International Business Dual Concentration</u>			
Junior	Hours	Senior	Hours
Business Administration 331-332	4	Marketing 360	3
Business Administration 341-342	4	⁷ International Business	12
Finance 301	3	Marketing 460	3
Business Administration 353	3	Electives	10
Business Administration 361	3	Management 402	3
Philosophy 243, 244, or 443	3	TOTAL	31
Marketing 340	3		
Business Law 301	3		
⁶ International Business 489	0		
Marketing 350	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.

⁷Select any four courses chosen from IB 409, 419, 429, 439, 449, 459, 469 or BA 400.

<u>Marketing - Statistics Dual Concentration</u>			
Junior	Hours	Senior	Hours
Business Administration 331-332	4	Business Law 301	3
Business Administration 341-342	4	⁶ Statistics Dual Concentration	9
Finance 301	3	Marketing 360	3
Business Administration 353	3	Marketing 460	3
Business Administration 361	3	Electives	10
Marketing 340	3	Management 402	3
Marketing 350	3	TOTAL	31
Statistics 320	3		
Philosophy 243, 244, or 443	3		
TOTAL	29		

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

UTK ARTICULATION AGREEMENT MARKETING (CONT'D)

UNIVERSITY OF TENNESSEE			
<u>Marketing - Information Management Dual Concentration</u>			
Junior	Hours	Senior	Hours
Business Administration 331-332	4	Business Law 301	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	Marketing 360	3
Philosophy 243, 244, or 443	3	Marketing 460	3
Marketing 340	3	Electives	10
Information Management 341	3	Management 402	3
Marketing 350	3	TOTAL	31
TOTAL	29		

<u>Marketing - Internal Auditing Dual Concentration</u>			
Junior	Hours	Senior	Hours
Business Administration 331-332	4	Business Law 301	3
Business Administration 341-342	4	Philosophy 243, 244, or 443	3
Finance 301	3	Accounting 311	3
Accounting 301	3	Accounting 411	3
Information Management 341	3	Marketing 360	3
Business Administration 353	3	Marketing 460	3
Business Administration 361	3	⁶ Electives	10
Marketing 340	3	Management 402	3
Marketing 350	3	TOTAL	31
TOTAL	29		

⁶Students are encouraged to take ACC 321.