

UTK ARTICULATION AGREEMENT ADVERTISING

This program leads to an Associate of Arts degree from Walters State and a Bachelor of Science in Communication with a major in Advertising from the University of Tennessee.

| WALTERS STATE | | | | | |
|---|--------------|--------------------------|---------------------------------------|-------------|---------------|
| Freshman | fall | spring | Sophomore | fall | spring |
| English 1010-1020 | 3 | 3 | ¹ Humanities | - | 3 |
| History 1110-1120 | 3 | 3 | ² Psychology 1310 | 3 | - |
| Mathematics 1630 or 1710 | - | 3 | ⁴ Literatures | 3 | 3 |
| ¹ Natural Science | 4 | 4 | Mass Communications 1020 and 1040 | 3 | 3 |
| ² Intermediate Foreign Language | 3 | 3 | Speech 2010 | 3 | - |
| CPSC 1100 | 3 | - | Mathematics 1830 or 1910 | 3 | - |
| | | | Mathematics 2050 or Economics 2210 | - | 3 |
| | | | Economics 2110 | - | 4 |
| Total | 16 | 16 | Total | 15 | 16 |
| UNIVERSITY OF TENNESSEE | | | | | |
| <i>Summer: Advertising 250 (if offered) (3 credit hours)</i> | | | | | |
| Junior | hours | Senior | hours | | |
| Advertising 350, 360 | 6 | Advertising 450, 480 | 6 | | |
| Arts and Sciences Electives | 6 | Advertising 470 | 3 | | |
| Advertising 380 | 1 | Marketing 300 | 3 | | |
| Advertising 310, 340 | 6 | Management 300 | 3 | | |
| Public Relations 270 | 3 | Psychology 360 | 3 | | |
| Business Administration 201 | 4 | College Elective | 3 | | |
| Accounting 200 | 3 | General Electives | 4 | | |
| Anthropology 130 | 3 | Arts & Sciences Elective | 3 | | |
| Total | 32 | Total | 28 | | |
| <p>In order to progress into the Advertising major in the College of Communication and Information students must complete this prescribed curriculum with a 2.75 cumulative grade point average. In order to receive the BS degree from the University of Tennessee, 120 hours must be completed.</p> | | | | | |

¹Courses must be selected from: ASTR 1030-31; BIOL 1010-11, 1020-21, 1110-11, 1120-21, 2210-11; CHEM 1010-11, 1110-11, 1120-21; GEOL 1030-31.

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.

³Course selected from: ART 2040, 2050; ENGL 2110, 2120, 2410, 2420; MUS 1030; PHIL 1030, 2020, THEA 1030.

⁴Courses selected from: ENGL 2110, 2120, 2410, 2420.