

## UTK ARTICULATION AGREEMENT MARKETING

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

### HIWASSEE COLLEGE

Freshman	fall	spring	Sophomore	fall	spring
English 1010-1020 .....	3	3	Accounting 2010-2020 .....	3	3
Mathematics 1910-1920 or 1630-1710 .....	3-4	3-4	Economics 2010-2020 .....	3	3
<sup>1</sup> Natural Science .....	4	4	<sup>4</sup> Humanities Literature .....	3	-
<sup>2</sup> Intermediate Foreign Language.....	3	3	Communication 2120.....	3	-
<sup>3</sup> Social Science .....	3	-	Business Administration 2110 .....	-	3
Public Programs.....	0.5	0.5	History 1010-1020 .....	3	3
Physical Education .....	1	1	<sup>5</sup> Religion.....	-	3
			<sup>6</sup> Humanities .....	3	3
			Public Programs.....	0.5	0.5
TOTAL	17.5-18.5	14.5-15.5	TOTAL	18.5	18.5

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 2005-2006 is 2.75 in the following pre-core business classes: Accounting 2010-2020, Business Administration 201, Economics 2110-2120, Mathematics 1910-1920 or 1630-1710, Mathematics 2210, and Written Communications (English 295, 255, or 355).

### UNIVERSITY OF TENNESSEE

#### Collateral Option

Junior	Hours	Senior	Hours
Business Administration 331-332 .....	4	Marketing 350.....	3
Business Administration 341-342 .....	4	<sup>8</sup> Marketing Electives.....	4
Finance 301 .....	3	<sup>7</sup> Collateral.....	6
Business Administration 353 .....	3	Management 401 .....	3
Business Administration 361 .....	3	Marketing 460.....	3
Marketing 340, 345 .....	5	Electives.....	10
Business Law 301 .....	3	Philosophy 243, 244, or 443 .....	3
<sup>7</sup> Collateral .....	3		
TOTAL	28	TOTAL	32

<sup>1</sup>Select from: BIO 1110-1120, 1210-1220, 2230; CHEM 1010-1020, 1110-1120; 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 of beginning foreign language.

<sup>3</sup>Select from: POL SCI 1020; PSYC 1110; SOC 1010, 1020, 2100, 2200.

<sup>4</sup>Select one course from: ENG 2110, 2120, 2210, 2220, 2300, 2410, 2420.

<sup>5</sup>Select one course from: REL 2210, 2220, 2230, 2240, or 2250.

<sup>6</sup>Select from: ART 1010, 1020; MUSIC 1030; PHIL 1030; THEA 1030.

<sup>7</sup>Select nine hours from one area: Logistics – LOG 310, 411, 421; Resource Management - ACC 321, FIN 435, 455; Information Management - IM 341, 342, 442 or 443; International Business - BA 371, MGT 471, ECON 329;

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

## UTK ARTICULATION AGREEMENT MARKETING (CONTINUED)

### UNIVERSITY OF TENNESSEE

#### Logistics 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	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
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TOTAL	26	TOTAL	34

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

#### International Business Dual Concentration

Junior	Hours	Senior	Hours
Business Administration 331-332.....	4	Marketing 350.....	3
Business Administration 341-342.....	4	<sup>7</sup> Management 481 .....	3
Finance 301 .....	3	<sup>7</sup> Management 471.....	3
Business Administration 351-352.....	3	<sup>7</sup> Business Administration 371.....	3
Business Administration 361.....	3	<sup>8</sup> Marketing Electives.....	4
Marketing 340.....	3	Management 401 .....	3
Business Law 301.....	3	Marketing 460.....	3
<sup>7</sup> Economics 329 .....	3	Electives.....	9
	—	Philosophy 243, 244, or 443 .....	3
TOTAL	26	TOTAL	31

<sup>7</sup>Course work for the International Business Concentration may be substituted for a program of study abroad.

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

## UTK ARTICULATION AGREEMENT MARKETING (CONTINUED)

### UNIVERSITY OF TENNESSEE

#### 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	Statistics 330, 471, 474, or 475 .....	9
Business Administration 353 .....	3	Management 401.....	3
Business Administration 361.....	3	Marketing 460.....	3
Marketing 340.....	3	Electives.....	9
Business Law 301.....	3	Philosophy 243, 244, or 443 .....	3
Statistics 320 .....	3		
	—	TOTAL	34
TOTAL	26		

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

#### Statistics Dual Concentration (Option 2)

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	Statistics 471, 474, 475 .....	9
Business Administration 353.....	3	Management 401.....	3
Business Administration 361.....	3	Marketing 460.....	3
Marketing 340.....	3	Electives.....	9
Business Law 301.....	3	Philosophy 243, 244, or 443 .....	3
Statistics 320 .....	3		
	—	TOTAL	34
TOTAL	26		

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

#### Information Management 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	Information Management 342, 442, 443 .....	9
Business Administration 353 .....	3	Management 401.....	3
Business Administration 361.....	3	Marketing 460.....	3
Marketing 340.....	3	Electives.....	9
Business Law 301.....	3	Philosophy 243, 244, or 443 .....	3
Information Management 341 .....	3		
	—	TOTAL	34
TOTAL	26		

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