

UTK ARTICULATION AGREEMENT MARKETING

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

CLEVELAND STATE

Freshman	Fall	Spring	Sophomore	Fall	Spring
English 1010-1020	3	3	Accounting 2010-2020	3	3
Mathematics 1610-1810 or 1910-1920	3-4	3-4	Economics 2110-2120	3	3
¹ Natural Science	4	4	⁴ Humanities Literature	3	-
² Intermediate Foreign Language	3	3	Business 1010, 2710	-	6
³ Social Science	3	-	Speech 2310	3	-
CIS 1110	-	3	History 1110-1120	3	3
TOTAL	16-17	16-17	⁵ Humanities	3	3
			TOTAL	18	18

NOTE: Students must complete one Written Communication course (English 255 or 295) prior to being admitted to the major. It is suggested that students take the course 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: Accounting 2010-2020, Business 1010, 2710, Computer & Information Systems 1110, Economics 2110-2120, Mathematics 1610-1810 (or 1910,1920), Speech 2310, and Written Communication.

UNIVERSITY OF TENNESSEE

Marketing—Collateral Option

Junior	Hours	Senior	Hours
Business Administration 331-332	4	Marketing 360	3
Business Administration 341-342	4	⁶ Collateral	6
Finance 301	3	⁷ Marketing Elective	3
Business Administration 353, 361	6	Management 402	3
Marketing 340, 350	6	Marketing 460	3
Business Law 301	3	Electives	10
⁶ Collateral	3	TOTAL	28
Philosophy 243, 244, or 443	3		
TOTAL	32		

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

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: PSY 1010, 2110; SOC 2010, 2020.

⁴Select from: ENGL 2110, 2120, 2210, 2220, 2310, 2320.

⁵Select from: ART 1810, 1820; MUS 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			
<i>Marketing - Logistics Dual Concentration</i>			
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 and 421 or 413	6
Business Administration 353	3	Management 402	3
Business Administration 361	3	Marketing 460	3
Marketing 340	3	Logistics 460	3
Marketing 350	3	Electives	10
Logistics 310	3	TOTAL	31
Philosophy 243, 244, or 443	3		
TOTAL	29		

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

UTK ARTICULATION AGREEMENT MARKETING (CONT'D)

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

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

<i>Marketing - Information Management Dual Concentration</i>			
Junior	Hours	Senior	Hours
Business Administration 331-332	4	Business Law 301	3
Business Administration 341-342	4	Marketing 360	3
Finance 301	3	Information Management 342, 442, and 443	9
Business Administration 353	3	Management 402	3
Business Administration 361	3	Marketing 460	3
Marketing 340	3	Electives	10
Marketing 350	3	TOTAL	31
Information Management 341	3		
Philosophy 243, 244, or 443	3		
TOTAL	29		

<i>Marketing - Internal Auditing Dual Concentration</i>			
Junior	Hours	Senior	Hours
Business Administration 331-332	4	Business Law 301	3
Business Administration 341-342	4		
Finance 301	3	Marketing 360	3
Accounting 301	3	Accounting 311, 411	6
Business Administration 353	3	Management 402	3
Business Administration 361	3	Marketing 460	3
Marketing 340	3	⁶ Electives	10
Information Management 341	3	TOTAL	28
Philosophy 243, 244, or 443	3		
Marketing 350	3		
TOTAL	32		

⁶Students are encouraged to take ACC 321.