

2008-2009 ARTICULATION TRANSFER AGREEMENT

EAST TENNESSEE STATE UNIVERSITY
Bachelor of Business Administration Degree//MARKETING MAJOR
MARKETING MANAGEMENT CONCENTRATION I^{1/2}
SOUTHWEST VIRGINIA COMMUNITY COLLEGE
Associate in Arts & Sciences Degree//BUSINESS ADMINISTRATION

Southwest Virginia Community College

<u>FRESHMAN</u>	<u>Fall</u>	<u>Spring</u>	<u>SOPHOMORE</u>	<u>Fall</u>	<u>Spring</u>
Sciences ³	4	4	ACC 211, 213, 212	4	3
ENG 111, 112	3	3	HIS 121, 122	3	3
MTH 157; MTH 271 or 272	3	3	ECO 201, 202	3	3
ITE 115	3		PED (unduplicated activity course)		1
SDV 108	1		BUS 241	3	
PED (activity course)		1	<u>Select one from:</u>	3	
BUS 100		3	ENG 241, 242, 243, 244, 251, or		
SPD 100	3		252		
<u>Select one from:</u>		3	<u>Select one from:</u>		3
GEO 210; PLS 211, 212;			ART 101, 102;		
PSY 200; SOC 200			MUS 121, 122 or SPD 130		
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	17	17		16	13

³Select from: BIO 101, 102; CHM 111, 112; GOL 105, 106; PHY 201, 202.

TOTAL HOURS: 63

East Tennessee State University

<u>JUNIOR</u>	<u>Hours</u>	<u>SENIOR</u>	<u>Hours</u>
MGMT 3000 & 3220 (T)	6	MGMT 3050, 3100, 3310, & 4910 ⁴ (W)	12
MKTG 3200, 3202, 3740 (O)	9	MKTG 4617 & 4910 ⁴ (W)	6
ECON 2070 & 2080 (T)	6	FNCE 3220	3
MKTG 4217 or 4710	3	Approved Marketing Electives	6
MKTG 3210 or 3310	3		
<u>Select one from:</u>	3		
ENGL 3150 (W), 3280 (W);			
ENTC 3020; HIST 1110, 1120;			
PHIL 1030, 2020 (W), 2040 (O), 2640;			
RELI 2210			
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	30		27

TOTAL HOURS: 57

TOTAL DEGREE CREDITS: 63 + 57 = 120

¹Accredited by the Association to Advance Collegiate Schools of Business (AACSB).

²A student must have a minimum of a 2.0 GPA in the major to graduate.

⁴MGMT 4910 and MKTG 4910 must be taken the final semester of the student's senior year.

For more information, contact East Tennessee State University, College of Business & Technology, Office of Undergraduate Studies, (423) 439-5275.

Transfer students with 50 or more transferable hours are required to take half the intensives requirements two writing, one oral, and one using information technology). You must take these courses at ETSU as transfer credit does not satisfy the intensive requirements. In this articulation agreement, these courses are indicated by: Writing (W), Oral (O), and Using Information Technology (T). **NOTE: Intensive courses are built into ETSU program requirements. They are not additional hours.**