ARTICULATION/TRANSFER AGREEMENT

EAST TENNESSEE STATE UNIVERSITY

Bachelor of Business Administration//*Marketing (Integrated Marketing Communications)*

BLUE RIDGE COMMUNITY COLLEGE

Associate of Applied Science/*Business Administration (Marketing)*

Blue Ridge Community College

Fall	CH	Spring	CH	Summer	CH	Fall	CH	Spring	CH	Summer	CH
ACA 115- Success and Study Skills	1	ACA 120- Prin of Financial Accounting	4	ENG 112- Writing and Research in the Disc	3	BUS 115- Business Law	3	MKT 225- Marketing Research	3	ECO 251- Prin of Microeconomics	3
MKT 120- Principles of Marketing	3	CTS 130- Spreadsheet	3	MAT 152- Statistical Methods	3	BUS 137- Principles of Management	3	WBL 111- Work-based Learning	1	ART 114 OR ART 115	3
ENG 111- Writing and Inquiry	3	BUS 225- Business Finance	3			BUS 153- Human Resource Management	3	WEB 213- Internet Mkt & Analytics	3		
BUS 110- Intro to Business	3	BUS 270- Professional Development	3			MKT 220- Advertising and Sale Promo	3	MKT 232- Social Media Marketing	3		
CIS 110- Intro to Computers	3					MKT 223- Customer Service	3	ECO 252- Prin of Macroeconomics	3		
	13		**13**		**6**		**15**		**13**		**6**

TOTAL HOURS: 66

BRIDGE (9): ECON 2070 (3), ACCT 2020 (3), Growing as an Individual Course (3)

East Tennessee State University

Fall	CH	Spring	CH	Fall	CH	Spring	CH
MGMT 3000	3	MKTG 3202	3	MKTG 3250	3	MGMT 4910	3
MKTG 3200	3	MKTG 3740	3	MKTG 3750	3	MKTG 4910	3
MGMT 3310	3	CSCI 3700	3	Major Elective	3	MKT Major Elective	3
ECON 2080	3	MGMT 3050	3	MGMT 3100	3	MKTG 4619	3
Humanities Course	3	Communication Course	3	Critical Thinking Course	3	Science	4
		History Course	3	Humanities	3		
	15		**18**		**18**		**16**

TOTAL HOURS: 67

TOTAL DEGREE HOURS: 66+9+67=142

The student must meet the following requirements to be accepted into a B.B.A business major:

1) The student must have attained a minimum overall grade point average of 2.5.

2) The following English composition and mathematics courses of the General Education Core Requirements must have been successfully Completed: ENGL 1010, ENGL 1020, and MATH 1530.

3) The student must have completed and earned a grade of C (2.0) or better.

4) Transfer students with 30 or more hours are not required to take BADM 1130. We will substitute the MATH 1630 course for our BADM 1130 course. In each of the following business courses: ACCT 2010, ACCT 2020, ECON 2100, ECON 2200, ECON 2210, and MATH 1830

Students who have questions regarding the ETSU BBA in Management or Marketing may contact, 423-439-5275

Courses at Blue Ridge	**Equate to courses at ETSU:**
ACA 115	HDAL 1000
MKT 120	ELECTIVE
ENG 111	ENGL 1010
BUS 110	BADM 1130
CIS 110	CSCI 1100/1150
ACA 120	ACCT 2010
CTS 130	ELECTIVE
BUS 225	FNCE 3220
BUS 270	ELECTIVE
ENG 112	ENGL 1020
MAT 152	MATH 1530
BUS 115	ELECTIVE
BUS 137	ELECTIVE
BUS 153	ELECTIVE
MKT 220	ELECTIVE
MKT 223	ELECTIVE
MKT 225	ELECTIVE
WBL 111	ELECTIVE
WEB 213	ELECTIVE
MKT 232	ELECTIVE
ECO 252	ECON 2210
ECO 251	ECON 2220
ART 114	ARTH 2010
ART 115	ARTH 2020