

This pathway leads from an Marketing, A.S. (TTP) degree from Chattanooga State Community College to a Bachelor of Science in Business Administration degree with a major in Marketing from the University of Tennessee at Chattanooga.

Chattanooga State Community College

| First Year – 30 Hours | | | |
|--|------------|--|------------|
| <i>Fall Semester:</i> | Hrs | <i>Spring Semester:</i> | Hrs |
| ENGL 1010: English Composition I | 3 | ENGL 1020: English Composition II* | 3 |
| MATH 1530: Introductory Statistics* | 3 | MATH 1130: College Algebra or MATH 1710: Precalculus Algebra | 3 |
| ECON 2100: Principles of Macroeconomics* | 3 | ECON 2200: Principles of Microeconomics* | 3 |
| INFS 1010: Computer Applications* | 3 | COMM 2025: Fundamentals of Communication | 3 |
| History to satisfy Gen Ed | 3 | History to satisfy Gen Ed | 3 |
| | 15 | | 15 |
| Second Year – 30 Hours | | | |
| <i>Fall Semester:</i> | Hrs | <i>Spring Semester:</i> | Hrs |
| ACCT 1010: Principles of Accounting I* | 3 | ACCT 1020: Principles of Accounting II* | 3 |
| MATH 1830: Applied Calculus | 3 | Humanities/Fine Arts to satisfy Gen Ed | 3 |
| Humanities/Fine Arts to satisfy Gen Ed | 3 | Natural Science to satisfy Gen Ed | 4 |
| Literature to satisfy Gen Ed | 3 | Elective | 3 |
| Natural Science to satisfy Gen Ed | 4 | Elective | 1 |
| | 16 | | 14 |

* Must earn a C or better grade

Students should verify Chattanooga State Community College graduation requirements.

University of Tennessee at Chattanooga

| Third Year – 32 Hours | | | |
|--|------------|---|------------|
| <i>Fall Semester:</i> | Hrs | <i>Spring Semester:</i> | Hrs |
| MGT 2140: Data Modeling for Business | 3 | MGT 3110: Operations Management | 3 |
| BUS 3350: Legal Environment of Business | 3 | MKT 3620: Integrated Marketing Communications | 3 |
| MKT 3130: Principles of Marketing | 3 | MKT 3650: Consumer Behavior | 3 |
| FIN 3020: Essentials of Managerial Finance | 3 | ENGL 2880: Professional Writing or MGT 3100: Bus. Communication | 3 |
| MGT 3150: Management Concepts, Theory, & Practice | 3 | BUS 2500: Business and Society | 3 |
| BUS 1410: Success Seminar: Professional Experience I | 1 | BUS 3410: Success Seminar: Career Development | 1 |
| | 16 | | 16 |
| Fourth Year – 32 Hours | | | |
| <i>Fall Semester:</i> | Hrs | <i>Spring Semester:</i> | Hrs |
| MGT 3600: Management Information Systems | 3 | MGT 4400: Strategic Management | 3 |
| MKT 4610: Marketing Problems | 3 | MKT 4500: Marketing Research | 3 |
| MKT 3630: Professional Selling | 3 | MKT 3730: Sales Management | 3 |
| MKT 4160: Business Negotiations | 3 | MKT 3640: Retailing, MKT 3900r: Exp. Learning, MKT 4150: Bus. to Bus. Marketing, MKT 4420: Services Marketing | 3 |
| MKT 4630: Advanced Sales | 3 | FIN 4120: Int. Finance, MKT 3180: Int. Marketing, MGT 4380: Int. Management, or MGT 4950r: Int. Business Experience | 3 |
| | | Elective (3000-4000 level) | 2 |
| | 15 | | 17 |
| Completed: | | | |
| Graduation Requirements: | | Degree Requirements: | |
| 120 Total Hours | | 29 General Education Hours | |
| 54 Upper Division (3000-4000) Hours | | 89 Program (Major) Hours | |
| 30 Hours at UTC | | Minor (<i>Not Required</i>) | |
| 60 Hours at 4-year institution | | 4 Elective Hours | |
| 50% of Business hours at UTC | | Foreign Language (<i>not required</i>) | |

This Transfer Path is a supplemental resource only. Students should consult their catalog year for official lists of general education courses, program requirements, pre-requisites, and co-requisites.