

# MARKETING

## Associate of Science degree



### Program and Career Description:

The Marketing emphasis is a two-year program for students planning to complete a bachelor's degree in Business Administration, Finance, Management or Marketing. Students pursuing careers in business management, sales, retail management, marketing, finance or advertising should consider this degree. Below are a few examples of career and salary information.

Career	Median Salary with BS degree
Advertising Sales Agents	\$48,490
Public Relations Specialists	\$56,770
Advertising, Promotions, and Marketing Managers	\$124,850

Career and salary information taken from [www.bls.gov](http://www.bls.gov). Check out this web site for additional information about education requirements and preferred work styles and abilities for these careers. Salaries are not guaranteed.

### Transfer Options

Per the *Complete College Tennessee Act of 2010*, this degree will be transferable to any of the following universities offering a Baccalaureate degree in this major:

- Austin Peay State University
- East Tennessee State University
- Middle Tennessee State University
- Tennessee State University
- Tennessee Tech University
- University of Memphis
- University of Tennessee, Chattanooga
- University of Tennessee, Knoxville
- University of Tennessee, Martin

Articulation agreements exist between other private and non-TN public institutions. The most current information is available at [www.columbiastate.edu/admissions/transfer-information](http://www.columbiastate.edu/admissions/transfer-information).



# MARKETING

## Major in Tennessee Transfer Pathway with Emphasis in Marketing (A.S.)

### Program Requirements

Students may be required to take additional Learning Support or pre-requisite courses.

Communications Requirement  
ENGL 1010, 1020  
SPCH 1010 or SPCH 1030

History Requirement (Take 2 courses)  
HIST 1110, 1120, 2010, 2020, 2030

Humanities/Fine Arts (Take 3 courses -- one must be a literature course)

ART 1030  
ARTH 2010, 2020  
ENGL 2015  
HUM 1130, 1131  
MUS 1030  
PHIL 1030, 2030, 2033  
THEA 1030  
Literature Options: ENGL 2130, 2230, 2310, 2320, 2920

Natural Sciences Requirement (Take 2 courses)

ASTR 1030  
BIOL 1030 (must not be paired with another BIOL)  
BIOL 1110, 1120, 2010, 2020  
CHEM 1110, 1120  
GEOG 1010, 1020  
PHYS 2010, 2020, 2110, 2120  
PSCI 1030

Mathematics Requirement

MATH 1530 (Students transferring to UT Knoxville should take MATH 2050)

Social/Behavioral Sciences (Take 2 courses)  
ECON 2010, 2020

Major Required Courses

ACCT 1010, 1020  
INFS 1010  
MATH 1630\*, MATH 1830\*\*  
Guided Electives\*\*\*

\*Students transferring to TSU, TTU, University of Memphis, UT Chattanooga, or UT Martin should take MATH 1130 instead of 1630.

\*\*Students transferring to UT Martin, APSU or MTSU may take guided electives instead of MATH 1830.

\*\*\*Guided electives should be transfer courses, chosen in consultation with your academic advisor and with recommendation from your transferring school.

If you have completed TN eCampus courses, run a degree audit from the student tab in myChargerNet to determine how these courses apply to this program.

### Sample Academic Plan

#### First Year – Fall Semester

___ ENGL 1010	Composition I	3
___ MATH 1530	Elementary Statistics	3
___ ECON 2010	Macroeconomics	3
___ INFS 1010	Computer Applications	3
___ History Requirement		3
___ COLS 101	Columbia State College Success	1
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#### First Year – Spring Semester

___ ENGL 1020	Composition II	3
___ MATH 1630*	Finite Math	3
___ ECON 2020	Microeconomics	3
___ SPCH 1010	Fundamentals of Speech Communication <b>or</b>	
___ SPCH 1030	Argumentation and Debate	3
___ History Requirement		3
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#### Second Year – Fall Semester

___ Literature Requirement		3
___ Humanities/Fine Arts		3
___ Natural Sciences Requirement		4
___ ACCT 1010	Principles of Accounting I	3
___ MATH 1830**	Applied Calculus	3
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#### Second Year – Spring Semester

___ Humanities/Fine Arts		3
___ Guided Electives***		4
___ Natural Sciences Requirement		4
___ ACCT 1020	Principles of Accounting II	3
		<b>14</b>

#### TOTAL CREDIT HOURS 61

At some universities, foreign language may be required in certain programs that lead to the Bachelor of Arts Degree. Complete information regarding foreign language requirements at each university may be found on the transfer and articulation web sites of the Tennessee Board of Regents and the University of Tennessee System. Community college students are encouraged to be familiar with foreign language requirements at the universities and, if applicable, complete the requirements before transferring.

#### Requirements for Graduation include:

- earning 25% of total program credits in residence at Columbia State.
- cumulative GPA must be 2.0.
- taking the Exit Exam.

#### For more information contact:

**Dearl Lampley at**  
**dlampley@columbiastate.edu or 931.540.2678**  
**or**  
**Science, Technology and Math Division office at**  
**931.540.2710**

Columbia State Community College, a Tennessee Board of Regents institution, is an equal opportunity, affirmative action educational institution.  
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