

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. 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

This program is a Tennessee Transfer Pathway (TTP) major. A student who completes the associates degree in this major is guaranteed that all required community college courses will be accepted in this major at the transfer institution. To see which four-year institutions offer this TTP major and guarantees a seamless transfer, visit the Tennessee Transfer Pathway website at www.tntransferpathway.org.

Articulation agreements exist between other private and non-TN public institutions. These agreements are available at 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, 2440
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*

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

Major Required Courses

ACCT 1010, 1020
COLS 101
MATH 1130* or 1630* or 1710* or 1730*
MATH 1830*
INFS 1010
Electives**

*Check TN Transfer Pathway website for required Math courses based on transfer university.

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

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.

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 1130 <u>or</u> MATH 1630 <u>or</u> MATH 1710 <u>or</u> MATH 1730*		3
___ ECON 2020	Microeconomics	3
___ SPCH 1010	Fundamentals of Speech Communication <u>or</u>	
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
___ Electives**		3
___ Natural Sciences Requirement		4
___ ACCT 1020	Principles of Accounting II	3
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TOTAL CREDIT HOURS 60

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.

For more information contact:

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or

**Science, Technology and Math Division office at
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