



**Marketing, A.S.
Tennessee Transfer Pathway
ACADEMIC MAP (Effective Fall 2020)**

Business Division: 423-697-4441; Omniplex Building, Room B-106

TTP Information: This pathway is designed for transfer as a Marketing degree in Colleges or Schools of Business at any public university in Tennessee. Such students should consult their advisor or the Business department at the university to which they intend to transfer for guidance on elective choices. With the A.S. you can take advantage of the [Tennessee Transfer Pathway \(TTP\)](#) with a successfully followed TTP this will allow a student with a minimum of a 2.0 GPA at the end of 60 hours of completed course work to transfer to any state of Tennessee four-year school.

Career Opportunities: [Chattanooga State’s Career Services](#): 697-4421, Student Center S-216.

Possible job titles include: Marketing Manager, Market Research and Marketing Specialists, and Public Relations Specialists. For additional job information and positions please visit the [Bureau of Labor Statics for Marketing](#).

An **Academic Map** is a two-year plan of courses based on degree requirements in the undergraduate catalog. This sample plan serves as a general guideline to help build a full schedule each term. **This map is not a substitute for academic advisement**—contact your academic advisor if you have any questions about scheduling or about your degree requirements. Also, see the current [Chattanooga State Catalog](#) for a complete list of requirements and electives.

Milestones and Notes are academic requirements for timely progress to completion.

Action Items are administrative requirements for progressing successfully from semester to semester to graduation. Missing milestones and action items could delay your graduation.

Major: UTPS-UMKT Degree type: T.T.P.

* Courses with Prior Learning Assessment (PLA) options available. See advisor for details.

Fall	Hrs.	Milestones and Notes
CSBU 1000 - College Success Business	3	First-time Freshmen only
ENGL 1010 - Composition 1 *	3	
INFS 1010 - Computer Applications *	3	
History General Education Course*	3	See advisor to consult for choice.
Humanities/Fine Arts General Education Course*	3	See advisor to consult for choice.
Semester Total	15	Grade of C or better is required in all courses.

Action Items

October: Meet with Academic Advisor for course plan and PIN.

November: Register for next semester.

Spring	Hrs.	Milestones and Notes
COMM 2025 - Fundamentals of Communication	3	
ENGL 1020 - Composition 2	3	Prerequisite: ENGL 1010
MATH 1530 - Introductory Statistics**	3	
History General Education Course*	3	See advisor to consult for choice.
Humanities/Fine Arts General Education Course*	3	See advisor to consult for choice.
Semester Total	15	Grade of C or better is required in all courses.

Action Items

February: [Complete FAFSA](#)

March: Meet with Academic Advisor for course plan and PIN.

April: Register for next semester.

Fall	Hrs.	Milestones and Notes
ACCT 1010 - Principles of Accounting 1 *	3	
MATH 1630 - Finite Mathematics*** OR MATH 1130/1710 - College Algebra	3	
Economics General Education Course*	3	
Humanities/Literature Course	3	Prerequisite: ENGL 1020
Natural Science (Lab) General Education Course	4	See advisor to consult for choice.
Semester Total	16	Grade of C or better is required in all courses.

Action Items

September: Meet with Academic Advisor and complete *Intent to Graduate* form.

October: Meet with Academic Advisor for course plan and PIN.

November: Register for next semester.

Spring	Hrs.	Milestones and Notes
ACCT 1020 - Principles of Accounting 2	3	Prerequisite: ACCT 1010
MATH 1830 - Calculus for Business****	3	Prerequisite: MATH 1130/1710
Economics General Education Course*	3	
Natural Science (Lab) General Education Course	4	See advisor to consult for choice.
Guided Electives	1	See advisor to consult for choice.
Semester Total	14	
Two-year Total	60	Grade of C or better is required in all courses.

Action Items

March: Take Exit Exam. [Go here for dates](#)

April: Prepare for Graduation!

NOTES: You may attend a summer term to reduce your load during fall or spring terms and still stay on track to graduate in two years. Learning Support courses will alter the sequences on this map.

** Students transferring to the UT Knoxville should complete MATH 2050, Calculus-based Probability and Statistics.

*** Students transferring to APSU, ETSU, MTSU, or UT Knoxville should take MATH 1630. Students transferring to TTU, University of Memphis, UT Chattanooga, or UT Martin should take a college algebra course.

**** MATH 1830: Calculus for Business or equivalent calculus course is required at ETSU, UT Knoxville, University of Memphis, UT Chattanooga, TSU and TTU. MATH 1830: Calculus for Business or equivalent is NOT required at UT Martin, APSU or MTSU.