

*Walters State Community College*

<u>FALL</u>	<u>HOURS</u>	<u>SPRING</u>	<u>HOURS</u>	<u>SOPHOMORE</u>	<u>FALL</u>	<u>SPRING</u>	<u>HOURS</u>
ENGL 1010	3	ENGL 1020	3	Natural Science/Lab <sup>1</sup>	3/1	Natural science/Lab <sup>1</sup>	3/1
MATH 1630	3	MATH 1830	3	ACCT 1010	3	ACCT 1020	3
ECON 2100	3	ECON 2200	3	MATH 1530	3	ECON 2210	3
INFS 1010	3	HIST 2020	3	Fine Arts <u>Select one</u> <u>from:</u> ARTH 2010, 2020; HUM 2010, 2110,;MU 1030; THEA 1030	3	Lit: <u>Select one</u> <u>from:</u> ENGL 2110, 2120, 2210, 2220, 2410, OR 2420	3
HIST 2010	3	Humanities: <u>Select one from:</u> PHIL 1030, 1040 2020, 2200, OR 2640	3	COMM 2025	3	Guided Business Electives	1
<b>TOTAL</b>	<b><u>15</u></b>		<b><u>15</u></b>		<b><u>16</u></b>		<b><u>14</u></b>

**TOTAL HOURS: 60**

<sup>1</sup> Select from: ASTR 1030/1031; BIOL 1010/1011, 1020/1021, 1030/1031, 1110/1111, 1120/1121, 2010/2011, 2020/2021; CHEM 1010/1011, 1030/1031, 1110/1111, or 1120/1121; GEOL 1030/1031; PHYS 2010/2011, PHYS 2020/2021, 2110/2111, 2120/2121; PSCI 1030/1031

**\*\*Only coursework for which a grade of C (2.0) or higher was earned will be accepted for transfer credit to ETSU for courses in English, Math, Science, and Technology. \*\*\*Computer Competency is required, either by passing a proficiency exam or INFS 1010 completion. See the website [www.ws.edu/academics/technical-ed/computer-competency/](http://www.ws.edu/academics/technical-ed/computer-competency/) for info on proficiency exam or call (423) 585-2644 for additional information to register.**

*East Tennessee State University*

<u>Junior</u>	<u>Hours</u>	<u>Spring</u>	<u>Hours</u>	<u>Fall</u>	<u>Hours</u>	<u>Spring</u>	<u>Hours</u>
MGMT 3000	3	MGMT 3100	3	MKTG 3740	3	MGMT 4910	3
MKTG 3200	3	MGMT 3220	3	MKTG 3202	3	MKTG 4910	3
FNCE 3220	3	MKTG 3210	3	ONLINE ELEC	6	ONLINE ELE	6
MGMT 3050	3	MKTG 4710	3	MKTG 3750	3	MKTG 4617	3
MGMT 3310	3	MGMT 4030	3				
<b>TOTAL</b>	<b><u>15</u></b>		<b><u>15</u></b>		<b><u>15</u></b>		<b><u>15</u></b>

**TOTAL HOURS: 60**

**TOTAL DEGREE CREDITS: 60+60=120**

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.

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, Jennifer Douglas Academic Advisor,  
[DouglasJ@etsu.edu](mailto:DouglasJ@etsu.edu), 423-439-5275

## Pre-Business Requirements for B.B.A. Majors

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### Special Admission Requirements for Management and Marketing Majors

**GPA Requirements:** The student must have attained a minimum overall grade point average of 2.5 to be admitted to the major.

**Successful completion of the following:**

- [ENGL 1010 Critical Reading and Expository Writing](#)
- [ENGL 1020 Critical Thinking and Argumentation](#)
- [MATH 1530 Probability and Statistics - Noncalculus](#)

**Grade Requirements:** A grade of "C" (2.0) or better in each of the following courses

- [ACCT 2010 Principles of Accounting I](#)
- [ACCT 2020 Principles of Accounting II](#)
- [ECON 2070 Quantitative Methods for Business I](#)
- [ECON 2080 Quantitative Methods for Business II](#)
- [ECON 2210 Principles of Macroeconomics](#)
- [ECON 2220 Principles of Microeconomics](#)

Suggested Four-Year Program of Study: B.B.A. Majors

### **Degree Requirements: 120 credits**

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**Residency policy:** At least 50 percent of the B.B.A major program requirements for the B.B.A. degree must be earned at ETSU.

### General Education Requirements

These requirements include earning 41-42 credits in Communication, Humanities and Fine Arts, Social and Behavior Sciences, History, Natural Sciences and Mathematics categories.

### **Major Specific courses listed in General Education Requirements:**

- [ECON 2210](#)
- [ECON 2220](#)
- [MATH 1530](#)

### **Total Requirements for Marketing Major & B.B.A. Core: 60 credits**

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### **B.B.A. Core Requirements: 36 credits**

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- [ACCT 2010 - Principles of Accounting I](#) (3 credits)
- [ACCT 2020 - Principles of Accounting II](#) (3 credits)
- [ECON 2070 - Quantitative Methods for Business I](#) (3 credits)
- [ECON 2080 - Quantitative Methods for Business II](#) (3 credits)
- [MGMT 3000 - Organizational Behavior and Management](#) (3 credits)
- [MGMT 3050 - Decision Science](#) (3 credits)
- [MGMT 3310 - Legal Environment of Business](#) (3 credits)
- [MKTG 3200 - Principles of Marketing](#) (3 credits)
- [FNCE 3220 - Business Finance](#) (3 credits)
- [MGMT 3100 - Production/Operations Management](#) (3 credits)
- [MGMT 4910 - Strategic Management](#) (3 credits)
- [CSCI 3700 - Management Information Systems](#) (3 credits)
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- **Note:** Seniors must successfully complete the Senior Business Exam (SBE) prior to beginning the capstone course [MGMT 4910 Strategic Management](#). The SBE is administered at the end of the fall and spring

semesters. Failure to successfully complete the SBE will result in the student being blocked from enrolling in [MGMT 4910](#) for one semester until the SBE is offered again.

## **Marketing Management Concentration: 24 credits**

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- [MKTG 3202 - Consumer Behavior](#) (3 credits)
- [MKTG 4617 - Marketing Research and Analytics](#) (3 credits)
- [MKTG 4910 - Marketing Management](#) (3 credits)
- [MKTG 3740 - Sales Force Management](#) (3 credits)
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- Choose one of the following:
- [MKTG 4217 - Health Care Marketing](#) (3 credits)
- [MKTG 4710 - International Marketing](#) (3 credits)
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- Choose one of the following:
- [MKTG 3210 - Fundamentals of Distribution](#) (3 credits)
- [MKTG 3310 - Business Logistics](#) (3 credits)
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- Choose 6 credits from the following:
- Electives - Any two [Marketing](#) courses (6 credits) or
- Advisor Approved Electives (6 credits)
- **Note:** These electives must be approved by the Chair of the Department of Management and [Marketing](#) prior to enrollment.

## **Free Electives: 19 credits**

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## **No Minor Required**