



EAST TENNESSEE STATE
UNIVERSITY

ARTICULATION/TRANSFER AGREEMENT

EAST TENNESSEE STATE UNIVERSITY

Bachelor of Business Administration //Marketing (Marketing Management)

WALTERS STATE COMMUNITY COLLEGE

TN Transfer Pathway- Associate of Science/Business Administration

Possible Dual Enrollment Classes*: ENGL 1010, ENGL 1020, HIST 2010, HIST 2020, PSYC 1030, MUS 1030, COMM 2025, MATH 1530



WALTERS STATE
COMMUNITY COLLEGE

Walters State Community College

FALL	HOURS	SPRING	HOURS	SOPHOMORE	FALL	SPRING	HOURS
ENGL 1010	3	ENGL 1020	3	Natural Science/Lab ¹	3/1	Natural science/Lab ¹	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> ART 2000, 2020; HUM 1010, 1020,;MUS 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
TOTAL	<u>15</u>		<u>15</u>		<u>16</u>		<u>14</u>

TOTAL HOURS: 60

¹ Select from: ASTR 1030/1031; BIOL 1010/1011, 1020/1021, 1080/1081, 1110/1111, 1120/1121, 2010/2011, 2020/2021; CHEM 1010/1011, 1050/1051, 1110/1111, or 1120/1121; GEOL 1030/1031; PHYS 2010/2011, PHYS 2020/2021, 2110/2111, 2120/2121; PSCI 1020/1021

*MATH 1830 equates to ECON 2070 at ETSU and ECON 2210 equates to ECON 2080 at ETSU

**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.

East Tennessee State University

Junior	Hours	Spring	Hours	Fall	Hours	Spring	Hours
MGMT 3310	3	MKTG 3202	3	MKTG 4617	3		
MGMT 3000	3	MGMT 3100	3	MKTG 3210 or 3310	3	MGMT 4910	3
MKTG 3200	3	MKTG 3740	3	<u>Select one:</u> MKTG major elective	3	MKTG 4910	3
FNCE 3220	3	CSCI 3700	3	MKTG 4217 or 4710	3	<u>Select one:</u> MKTG major elective	3
MGMT 3050	3	Elective	3	Elective	3	Electives	6
TOTAL	<u>15</u>		<u>15</u>		<u>15</u>		<u>15</u>

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.
- 4) Transfer students with 30 or more hours are not required to take BADM 1130. We will substitute the MATH 1630

course for our BADM 1130 course.

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, 423-439-5275

Department Information

Department of Management and Marketing

PO Box 70625

Phone: (423) 439-4422

225 Sam Wilson Hall

Web address: www.etsu.edu/cbat/mgmtmkt/

The Department of Management and Marketing includes a Management program, a Marketing program, and a Supply Chain Management. The Management program offers study leading to the Bachelor of Business Administration (B.B.A.) degree with a major in Management. Management majors must select one of four concentrations: General Management, Human Resources Management, International Business, or Legal Studies. The Marketing program offers study leading to the Bachelor of Business Administration (B.B.A.) degree with a major in Marketing. Marketing majors must select one of four concentrations: Integrated Marketing Communications, Marketing Analytics, Marketing Management or Fashion Marketing and Merchandising. The Supply Chain Management program offers study leading to the Bachelor of Business Administration (B.B.A.) degree with a major in Supply Chain Management. Supply Chain Management majors must select one of three concentrations: Supply Chain Operations and Analytics, Supply Chain Marketing, or Supply Chain Leadership. Programs are designed to equip students with conceptual foundations and practical skills necessary for entry-level positions in both private and public-sector organizations.

B.B.A. Program Grade Requirement Policy

1. Students pursuing a B.B.A. degree must have a minimum overall GPA of 2.0 in all business core requirements and all major program requirements to graduate. Majors and/or concentrations may specify a higher level of performance for students earning a degree in their program.
2. Students pursuing a B.B.A. degree must earn a minimum grade of “C” (2.0) in all B.B.A. core courses, all concentration courses, all major specific courses listed in general education requirements, and all courses taken as concentration electives, including courses transferred from another institution. Majors and/or concentrations may specify a higher level of performance specific to students earning a degree in their program.
3. A student may attempt a given B.B.A. core course, concentration course, major specific course listed in general education requirements, and/or course taken as concentration elective a maximum of 3 times to earn the required minimum grade. Earning a grade in the course, including W or WF, counts as an attempt. If a student, following a third attempt to take a given course, fails to earn a grade that meets the standard for minimal performance in that course as specified in the catalog, the student will be barred from further opportunity to enroll in that course. If this course is integral to that student’s current program of study, the student

will be required to change his/her program of study. Depending on the course, this may disqualify the student from continuing in one or more concentrations or in the major.

4. A student may file an appeal with the B.B.A. Appeals Committee requesting a fourth attempt to take a course.
5. Students 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 removed from the course.

Degree Requirements: 120 credits

General Education	41-42 credits
Major & B.B.A. Requirement	63 credits
<i>B.B.A. Core Requirement</i>	<i>(39 credits)</i>
<i>Concentration</i>	<i>(24 credits)</i>
Free Electives	16 credits
TOTAL	120 credits

[Suggested Four-Year Program of Study: B.B.A. Majors](#)

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: 63 credits

B.B.A. Core Requirements: 39 credits

- [ACCT 2010 - Principles of Accounting I](#) (3 credits)
- [ACCT 2020 - Principles of Accounting II](#) (3 credits)
- [BADM 1130 - Introduction to Business](#) (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 - Enabling Business with 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

- [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) or
- [STOR 4957 - Topics in Storytelling \(1-6 credits\)](#) (When topic is Organizational Storytelling)
- **Note:** These electives must be approved by the Chair of the Department of Management and Marketing prior to enrollment.

Free Electives: 16 credits

No Minor Required

Additional Information

Click here to view [Degree and Graduation Requirements](#) for all ETSU students. [CSCI 1100](#) or [Proficiency exam](#): Must be completed to meet Bachelor's Degree Requirements, is a prerequisite for [ECON 2080](#), and is recommended to be completed within the first 30 credits at ETSU.

Most minors range from 18-24 credits. Those few minors with more than 24 credits may affect the number of free electives allowed.

International Student Seminar Policy

[International Students](#): Must complete 4 credits of [International Student Seminar](#) as part of their undergraduate program.

Attachment B

Courses at WSCC	Equate to courses at ETSU
ENGL 1010	ENGL 1010
ENGL 1020	ENGL 1020
HIST 2010	HIST 2010
HIST 2020	HIST 2020
MATH 1530	MATH 1530
COMM 2025	COMM 2025
INFS 1010	CSCI 1100
ECON 2100	ECON 2210
ECON 2200	ECON 2220
MATH 1830	ECON 2070
ACCT 1010	ACCT 2010
ACCT 1020	ACCT 2020
ECON 2210	ECON 2080
MATH 1630	MATH 1001