

**BUSINESS ADMINISTRATION, CONCENTRATION—MARKETING ACADEMIC MAP:
DEGREE BBA (120 CREDIT HOURS)**

This degree map is a semester-by-semester sample course schedule for students majoring in **Business Administration with a concentration in Marketing**. The milestones listed to the right of each semester are designed to keep a student on track to graduate in four years. The schedule serves as a general guideline to help build a full schedule each semester. Milestones are courses and special requirements necessary for timely progress to complete a major. When one or more milestones are missed, students should consult with an academic advisor to determine if another degree path would be more suitable.

Marketing includes all activities concerned with ascertaining and satisfying the needs and desires of individual and organizational buyers/consumers. It is consequently a function of prime importance in all forms of organizations. The marketing program is designed to facilitate entry into marketing and long-term professional advancement. Emphasis is placed on marketing management.

The BBA in Business Administration – A Marketing concentration program consists of 120 semester hours that comprises of General Education (36 semester hours), Lower Division Business Core (18 hours) Upper Division Business Core (27 hours), MKTG courses (30 hours), and Non-Business Electives (9 hours). Students in the College of Business (COB) are expected to maintain a minimum cumulative grade point average (GPA) of 2.00. Students who incur probationary status are to repeat failed courses. The College has a special program to assist students who are on probation. Please contact the Academic Coordinator for details. To enroll in upper level (3000 and 4000 numbered courses) business classes, students must meet the following requirements: (a) Complete 60 credit hours of lower division requirements; (b) Earn a “C” or better in both English 1010 and English 1020; (c) Have a 2.00 GPA or better in lower division courses; and (d) The following business courses must be completed: MGMT 1010, ECON 2010, ECON 2040, and ACCT 2010. For more information concerning policies and practices in the COB, see the [College of Business Student Handbook](#) or the [University Catalog](#) .

Business majors must maintain an overall TSU Cumulative GPA of at least 2.0., a GPA of at least 2.0 in the upper division business core, and a GPA of at least 2.0 in the ten courses (30 credit hours) being used to satisfy the major field plus upper division business elective course requirements. All business majors, except Accounting may not have more than 2 “D’s” in the ten (10) courses used to satisfy the major.

Tennessee State University recognizes that students have diverse learning, life, and professional experiences. The University provides opportunities for students to earn college credit toward the degree through a number of assessment options that evaluate their learning experiences. These paths are grouped under the category “Prior Learning Assessment” (PLA). Various means of earning PLA credit at TSU are the following: Advanced Placement Program, American Council of Education (ACE) Military Credit, College Level Exam Program (CLEP), DSST Credit by Examination Program (includes DANTE Examination), Institutional Course Challenge Exams (Departmental Exams), International Baccalaureate Credit, Other Military Service, Portfolio Assessment. To learn more about PLA contact your academic advisor or the Office of Student Support Services for Adult and Distance Learners at (615) 963-7001 or adultstudentsupport@tnstate.edu.

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Department Web Address: <http://www.tnstate.edu/businessadmin/degrees.aspx>

Fall Schedule		Milestones
Semester 1	Hrs.	Semester 1
ENGL 1010	3	Pre-Requisite Course: Must be completed before enrolling in ENGL 1020, and HIST 2010, HIST 2020, HIST 2030, HIST 2060, HIST 2070, or HIST 2700; Minimum Grade "C" Required
UNIV 1000*	1	
MGMT 1010	3	Must be completed before taking 3000 level courses.
MATH 1110	3	May substitute MATH 1710 Pre-Calculus, Only ; Pre-requisite for ECON 2010, ACCT 2010, ECON 2040, and MATH 1830
Humanities**	3	
COMM 2200	3	
Total Hours	16	

*An Orientation course taken at another University does **NOT** meet this requirement. Students with less than 6 credit hours must take UNIV 1000 at TSU.

**Students must take 3 credit hour course from the following list of approved general education Humanities courses: AREN 2310, ART, 1010, HIST 1000, THTR 1020, MUSC 1010, PHIL 1030, or RELS 2010.

Spring Schedule		Milestones
Semester 2	Hrs.	Semester 2
ENGL 1020	3	Pre-Requisite Course: Must be completed before enrolling in HIST 2010, HIST 2020, HIST 2030, HIST 2060, HIST 2070, or HIST 2700; Minimum Grade "C" Required.
Natural Science*	4	
BISI 2150	3	
Non-Business Elective	3	
ECON 2010	3	Pre-Requisite Course: Must be completed before enrolling in ECON 2020 and any 3000/4000 level business courses.
Total Hours	16	

Natural Science-Must have 8 semester hours which includes the appropriate labs. Recommended courses are BIOL 1020/1021, BIOL 1010/1011, BIOL 1110/1111, BIOL 1120/1112, CHEM 1030/1031, CHEM 1110/1111, CHEM 1120/1121, PHYS 2010/2011, CHEM 1040/1041. Students must remember **NOT to duplicate course option from a previous semester.

Fall Schedule		Milestones
Semester 3	Hrs.	Semester 3
ACCT 2010	3	Pre-requisite Course: Must be completed before enrolling in ACCT 2020 and 3000/4000 level business courses.
ECON 2020	3	Pre-Requisite Course: Must be completed before enrolling in for MKTG 3010.
ENGL Lit*	3	
Natural Science w/Lab**	4	
HIST 2010***	3	
Total Hours	16	

*ENGL 1012-2320 will meet this requirement; must have 3 credit hours in this discipline.

Natural Science-Must have 8 semester hours which includes the appropriate labs. Recommended courses are BIOL 1020/1021, BIOL 1010/1011, BIOL 1110/1111, BIOL 1120/1112, CHEM 1030/1031, CHEM 1110/1111, CHEM 1120/1121, PHYS 2010/2011, CHEM 1040/1041. Students must remember **NOT to duplicate course option from a previous semester.

***HIST 2010, HIST 2020, HIST 2030, HIST 2060, HIST 2070 or HIST 2700 will satisfy this requirement.

Spring Schedule		Milestones
Semester 4	Hrs.	Semester 4
ACCT 2020	3	Pre-Requisite Course: Must be completed before enrolling in FINA 3300.
ECON 2040	3	Pre-requisite Course: Must be completed before enrolling in any 3000/4000 level business courses.
ENGL LIT or Humanities*	3	
BISE 3150	3	Pre-requisite Course: Must be completed before enrolling in MGMT 4500
HIST 2020**	3	
Total Hours	15	

*Students must take 3 credit hour course from the following list of approved general education Humanities courses:
AREN

2310, ART, 1010, THTR 1020, MUSC 1010, PHIL 1030, HIST 1000 or RELS 2010. Courses within the range of ENGL 2012-2322 will also meet this Humanities requirement. Students must remember **NOT** to duplicate a Humanities course option from a previous semester.

HIST 2010, HIST 2020, HIST 2030, HIST 2060, HIST 2070 or HIST 2700 will satisfy this requirement. Students must remember **NOT to duplicate History course option from a previous semester.

Fall Schedule		Milestones
Semester 5	Hrs.	Semester 5
Business Elective	3	
BISI 3230	3	Pre-Requisite Course: Must be completed before enrolling in MGMT 4500.
ECON 3050	3	Pre-Requisite Course: Must be completed before enrolling in MGMT 4500.
MGMT 3010	3	Pre-requisite Course: Must be completed before enrolling in most U/D Management courses and before MGMT 4500.
MKTG 3010	3	Pre-requisite Course: Must be completed before enrolling in most U/D Marketing courses and before MGMT 4500.
Total Hours	15	

Spring Schedule		Milestones
Semester 6	Hrs.	Semester 6
BLAW 3000	3	Pre-Requisite Course: Must be completed before enrolling in MGMT 4500.
FINA 3300	3	Pre-Requisite Course: Must be completed before enrolling in MGMT 4500.
MGMT 3020	3	Pre-requisite Course: Must be completed before enrolling in MKTG 4400 and MGMT 4500.
MKTG 3300	3	
MKTG Elective*	3	
Total Hours	15	

*Electives include: MKTG 3200, MKTG 3500, MKTG 4020, MTKG 4100, and MKTG 4150.

Fall Schedule		Milestones
Semester 7	Hrs.	Semester 7
		All business majors must review degree requirements with the COB Office of Undergraduate Studies at least one semester prior graduation.
MKTG 4050	3	Pre-requisite Course: Must be completed before enrolling in MKTG 4550.
MKTG 4250	3	Pre-requisite Course: Must be completed before enrolling in MKTG 4550.
MKTG Elective*	3	
MKTG Elective*	3	
Business Elective**	3	
Total Hours	15	

*Electives include: MKTG 3200, MKTG 3500, MKTG 4020, MKTG 4100, and MKTG 4150. Students must remember **NOT** to duplicate a course option from a previous semester.

**Students may choose any Business elective; some options are as follows: MGMT 4040, MGMT 4100, MGMT 4120, MGMT 4500, BISE/BISI electives include: BISI 3500, BISI 3610, BISI 3620, BISI 4240, BISI 4260, BISI 4300, BISI 4364, BISI 4410, BISI 4550, BISI 4800, BISI 4810/4820, BISI 4990, BISE 3400, BISE 4000, and BISE 4300.

Spring Schedule		Milestones
Semester 8	Hrs.	Semester 8
		Take Senior Exit Exam and Apply for Graduation.
MGMT 4500*	3	This course satisfies Senior Seminar or Senior Project; Must be taken at TSU.
MKTG 4350	3	
MKTG 4550	3	
MKTG Elective**	3	
Total Hours	12	

*To enroll in MGMT 4500 a student must have: (1) senior standing; and (2) satisfactorily completed all lower division **AND** upper division business **CORE** courses.

Students may choose any MKTG elective; some options are as follows: MKTG 3200, MKTG 3500, MKTG 4020, MKTG 4100, and MKTG 4150. Students must remember **NOT to duplicate a course option from a previous semester.

Employment Information:

The U. S. Bureau of Labor Statistics estimates that employment in the marketing field will grow between 21 and 35 percent through 2012. Marketing job opportunities exist in: Sales, Product development, Public relations, Product distribution, Retailing, Advertising, Internet marketing, Sports marketing and Marketing research

Representative Job Titles Related to this Major:

Market Research Interviewer, Hotel Sales Manager, Franchise Sales Director, Telemarketing Sales Director, Marketing Communications Consultant, Sales Assistant, Outside Sales Representative, Assistant Account Executive

Representative Employers:

Avis Budget Group, Bayer, Raytheon, AT&T, United Rentals, BASF Corporation, Charter, Avande, Momentum Textiles, LLC

International Study is available for all TSU students and may include opportunities for internships or taking course work towards various minors. International study may have an impact on the academic map; therefore, it is important to consult with the academic advisor for this major before participating in an international program opportunity. Students interested in study abroad opportunities should contact the Office of International Programs and consult with their academic advisor.

This map is not intended to be a contract, either expressed or implied, between the University and the students, but represents a flexible program of the current curriculum which may be altered from time to time to carry out the academic objectives of the University. TSU specifically reserves the right to change, delete or add to any map at any time within the student's period of study at the University.