

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	Entry-Level Education	Entry-Level Pay	Median Pay	Experienced Pay
Advertising Sales Agent	Bachelor's degree	\$22,210	\$39,310	\$53,040
Public Relations Specialists	Bachelor's degree	\$32,130	\$50,770	\$66,920
Advertising and Promotions Managers	Bachelor's degree	\$40,720	\$66,400	\$102,450

Career and salary information taken from JOBS4TN.GOV. Check out this website for additional information about job descriptions, education requirements and abilities, and supply and demand for these careers. For additional information from a national perspective, go to Bureau of Labor Statistics, U. S. Department of Labor on the internet at www.bls.gov. Visit the [Occupational Outlook Handbook](#) on this website. 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
COMM 2025 or COMM 2055
ENGL 1010, 1020

History Requirement (Take 2 courses)
HIST 2010, 2020, 2030, 2310, 2320

Humanities/Fine Arts (Take 3 courses -- one must be a literature course)
ART 1035, 2000, 2020
ENGL 2160, 2860
HUM 1010, 1020
MUS 1030
PHIL 1030, 1040, 2200
THEA 1030
Literature Options: ENGL 2055, 2130, 2235, 2310, 2320

Natural Sciences Requirement (Take 2 courses)
ASTR 1030
BIOL 1080 (must not be paired with another BIOL)
BIOL 1110, 1120, 2010, 2020
CHEM 1110, 1120
ESCI 1010, 1020
PHYS 2010, 2020, 2110, 2120
PSCI 1030

Mathematics Requirement
MATH 1530*

Social/Behavioral Sciences (Take 2 courses)
ECON 2100, 2200

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

*Check TN Transfer Pathway website for required Math or elective 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.
- earn a cumulative GPA of 2.0 or higher.
- 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	English Composition I	3
___ MATH 1530*	Introductory Statistics	3
___ ECON 2100	Principles of 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	English Composition II	3
___ MATH 1130 or MATH 1630 or MATH 1710 or MATH 1730*		3
___ ECON 2200	Principles of Microeconomics	3
___ COMM 2025	Fundamentals of Communication or	
___ COMM 2055	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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