

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.

How is the Job Market?

Check out www.jobs4tn.gov website for 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 website 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.

Transfer agreements exist between other private and non-TN public institutions. These agreements are available at www.columbiastate.edu/transfer-information.

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.

For more information contact:

Dr. Mary Susan Kennedy at
mkennedy@columbiastate.edu or 931.540.2674
or
Science, Technology and Math Division office at
931.540.2710 or stm@columbiastate.edu

Columbia State Community College, a Tennessee Board of Regents institution, is an equal opportunity, affirmative action educational institution.
CoSCC- MARKET-02-01-20



Student ID: _____
 Student Name: _____
 Adviser Name: _____

Catalog: 2020-2021 Catalog and Student Handbook
 Program: Marketing, A.S.
 Minimum Credits Required: _____

Marketing, A.S.

Major in Tennessee Transfer Pathway with Emphasis in Marketing (A.S.)

Sample Academic Plan - Total Credit Hours: 60

Program Requirements - Students may be required to take additional Learning Support courses. Courses cannot be used more than once to satisfy program requirements.

First Year - Fall Semester - Credit Hours: 16

Course Name	Credits:	Term Taken	Grade	Gen Ed
ENGL 1010 - English Composition I	Credits: 3			
MATH 1530 - Introductory Statistics *	Credits: 3			
ECON 2100 - Principles of Macroeconomics	Credits: 3			
INFS 1010 - Computer Applications	Credits: 3			
¹ General Education - History Requirement	Credits: 3			
COLS 101 - Columbia State College Success	Credits: 1			

First Year - Spring Semester - Credit Hours: 15

Course Name	Credits:	Term Taken	Grade	Gen Ed
ENGL 1020 - English Composition II	Credits: 3			
ECON 2200 - Principles of Microeconomics	Credits: 3			
MATH 1130 - College Algebra * OR MATH 1630 Finite Mathematics* OR MATH 1710 Precalculus Algebra* OR MATH 1730 Precalculus*	Credits: 3			
¹ General Education - History Requirement	Credits: 3			
COMM 2025 - Fundamentals of Communication OR COMM 2055 Argumentation and Debate	Credits: 3			

Second Year - Fall Semester - Credit Hours: 16

Course Name	Credits:	Term Taken	Grade	Gen Ed
ACCT 1010 - Principles of Accounting I	Credits: 3			
MATH 1830 - Applied Calculus OR Elective*	Credits: 3			
² General Education - Humanities/Fine Arts Requirement	Credits: 3			
² General Education - Literature Requirement	Credits: 3			
⁴ General Education - Natural Sciences Requirement	Credits: 4			

Second Year - Spring Semester - Credit Hours: 13

Course Name	Credits:	Term Taken	Grade	Gen Ed
ACCT 1020 - Principles of Accounting II	Credits: 3			
² General Education - Humanities/Fine Arts Requirement	Credits: 3			
⁴ General Education - Natural Sciences Requirement	Credits: 4			
Elective 3hrs - (an elective can be any college-level course)	Credits: 3			

General Education Requirements (Only When Option Noted Above)

¹**History Requirement** - Select from HIST 2010, HIST 2020, HIST 2030, HIST 2310, HIST 2320.

²**Humanities/Fine Arts Requirement** - Select from ART 1035, ART 2000, ART 2020, ENGL 2160, ENGL 2860, HUM 1010, HUM 1020, MUS 1030, PHIL 1030, PHIL 1040, PHIL 2200, THEA 1030. **Literature Options:** ENGL 2055, ENGL 2130, ENGL 2235, ENGL 2310, ENGL 2320.

³**Mathematics Requirement** - Select from MATH 1010, MATH 1130, MATH 1530, MATH 1630, MATH 1710, MATH 1720, MATH 1730, MATH 1830, MATH 1910.

⁴**Natural Sciences Requirement** - Select from ASTR 1030, BIOL 1010, BIOL 1020, BIOL 1080 (must pair with non-biology course except for BIOL 2010 or BIOL 2020), BIOL 1110, BIOL 1120, BIOL 2010, BIOL 2020, CHEM 1110, CHEM 1120, ESCI 1010, ESCI 1020, PHYS 2010, PHYS 2020, PHYS 2110, PHYS 2120, PSCI 1030.

⁵**Social/Behavioral Science Requirement** - Select from ANTH 1230, ANTH 1430, COMM 1010, ECON 2100, ECON 2200, GEOG 2010, PHED 2120, POLS 1010, POLS 1030, POLS 2025, POLS 2035, PSYC 1030, PSYC 2130, SOCI 1010, SOCI 1040, SOCI 2010.

Note(s):

*Check www.tntransferpathway.org for required Math or elective courses based on transfer university. Student should meet with the assigned advisor to determine elective course.

Students and advisors should run a degree audit from myChargerNet each semester to confirm classes are applicable to the program of study.

For more information contact:

Mary Susan Kennedy at mkennedy@columbiastate.edu or 931.540.2674

Science, Technology and Math Division office at 931.540.2710 or stm@columbiastate.edu