

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

This degree map is a semester-by-semester 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 you 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), BIS 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* (<http://www.tnstate.edu/business/advisement/2013-2015%20Student%20Handbook%20revised%20October%202022%202014.pdf>) or the University Catalog ([http://www.tnstate.edu/academic\\_affairs/documents/Undergraduate\\_Catalog.pdf](http://www.tnstate.edu/academic_affairs/documents/Undergraduate_Catalog.pdf)).

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” 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: Advance Placement Program, American Council of Education (ACE) Military Credit, American Council on Education (ACE) other Assessed Credit, College Level Exam Program (CLEP), DSST Credit by Examination Program (includes DAN TES 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 (615) 963-7001.

**Department Chair:**

**Mapping Coordinator:** Ms. Trena Barksdale, Email: [tbarksdale@tnstate.edu](mailto:tbarksdale@tnstate.edu)

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

Fall Schedule		Milestones
<b>Semester 1</b>	<b>Hrs.</b>	<b>Semester 1</b>
ENGL 1010	3	Pre-Requisite Course: Must be taken before ENGL 1020, and HIST 2010, HIST 2020, HIST 2030, HIST 2050 or HIST 2700; Minimum grade "C" Required
UNIV 1000*	1	
MGMT 1010	3	Pre-requisite Course: Must be taken before enrolling in 3000 level courses
Natural Science**	4	
MATH 1110/Non-Business Elective***	3	May substitute MATH 1710 <b>Pre-Calculus, Only</b> ; Pre-requisite for ECON 2010, ACCT 2010, ECON 2040, and MATH 1830
<b>Total hours</b>	<b>14</b>	

\*An Orientation course taken at another University does **NOT** meet this requirement. Students with less than 60 credit hours must take UNIV 1000 at TSU.

\*\*Natural Science-Students must have 8 semester hours which includes the appropriate labs. Recommended courses are: BIOL 1010/1011, CHEM 1030/1031, PHYS 2010/2011, or ASTR 1010.

\*\*\*Students that do not have equivalent course must take the listed course as a non-business elective.

Spring Schedule		Milestones
<b>Semester 2</b>	<b>Hrs.</b>	<b>Semester 2</b>
ENGL 1020	3	Pre-Requisite Course: Must be taken before ENGL 1020, and HIST 2010, HIST 2020, HIST 2030, HIST 2050 or HIST 2700; Minimum grade "C" Required
COMM 2200	3	
MATH 1830	3	May substitute MATH 1910
Natural Science*	4	
BISI 2150/Non-Business Elective**	3	
<b>Total Hours</b>	<b>16</b>	

\*Natural Science- Students must have 8 semester hours which includes the appropriate lab. The recommended courses are: BIOL 1020/1021, CHEM 1040/1041, PHYS 2020/2021 or ASTR 1020.

\*\*\*Students who do not have the equivalent course must take the listed course as a non-business elective. Students also have the option of testing out of this course. Students have the option of testing out of BISI 2150 course and replaced with a non-business elective

Fall Schedule		Milestones
<b>Semester 3</b>	<b>Hrs.</b>	<b>Semester 3</b>
ACCT 2010	3	Pre-requisite Course: Must be taken before enrolling in 3000 level courses
ECON 2010	3	Pre-requisite Course: Must be taken before enrolling in 3000 level courses
ECON 2040	3	Pre-requisite Course: Must be taken before enrolling in 3000 level courses
ENGL LIT*	3	
HIST 2010**	3	
<b>Total Hours</b>	<b>15</b>	

\*Courses within the range of ENGL 2012-2322 will meet this requirement

\*\*The Department recommends HIST 2010; however, HIST 2030, HIST 2050, HIST 2060 or HIST 2700 satisfy this requirement

Spring Schedule		Milestones
Semester 4	Hrs.	Semester 4
ACCT 2020	3	Pre-requisite Course: Must be taken before enrolling in 3000 level courses
ECON 2020	3	Pre-requisite Course: Must be taken before enrolling in MKTG 3010
ENGL LIT or Humanities*	3	
Humanities**	3	
HIST 2020***	3	
<b>Total Hours</b>	<b>15</b>	

\*Courses within the range of ENGL 2012-2322 will meet this requirement. Students also have the option of taking a 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 1210, HIST 1220 or RELS 2010. Students must remember not to duplicate a Humanities course option from a previous semester.

\*\*Students also have the option of taking a 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 1210, HIST 1220 or RELS 2010. Students must remember not to duplicate a Humanities course option from a previous semester.

\*\*\*The Department recommends HIST 2010; however, HIST 2030, HIST 2050, HIST 2060 or HIST 2700 satisfy this requirement

Fall Schedule		Milestones
Semester 5	Hrs.	Semester 5
BISE 3150	3	Pre-Requisite Course: Must be taken before MGMT 4500
BISI 3230	3	
ECON 3050	3	
MGMT 3010	3	Pre-requisite Course: Must be taken before enrolling in most U/D Marketing classes and before MGMT 4500
MKTG 3010	3	Pre-requisite Course: Must be taken before enrolling in most U/D Management classes and before MGMT 4500
<b>Total Hours</b>	<b>15</b>	

Spring Schedule		Milestones
Semester 6	Hrs.	Semester 6
BLAW 3000	3	Pre-Requisite Course: Must be taken before MGMT 4500
FINA 3300	3	Pre-Requisite Course: Must be taken before MGMT 4500
MGMT 3020	3	Pre-requisite Course: Must be taken before enrolling in MKTG 4400
MKTG 3300	3	Pre-requisite Course: Must be taken before enrolling in MKTG 4550
MKTG* Elective	3	
<b>Total Hours</b>	<b>15</b>	

\*MKTG 3200, MKTG 3500, MKTG 4020, MTKG 4100, and MKTG 4150

Fall Schedule		Milestones
<b>Semester 7</b>	<b>Hrs.</b>	<b>Semester 7</b>
MKTG 4050	3	Must be completed before MKTG 4550
MKTG 4250	3	
MKTG Elective*	3	
MKTG Elective*	3	
Non-Business Elective**	3	
<b>Total Hours</b>	<b>15</b>	Review degree requirements with the COB Office of Undergraduate Studies***

\*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 take a lower division or upper division course from ANY academic department.

Spring Schedule		Milestones
<b>Semester 8</b>	<b>Hrs.</b>	<b>Semester 8</b>
		Take Senior Exit Exam and Apply for Graduation
MGMT 4500*	3	It is recommended that students take this course during the last semester before graduation.
MKTG 4350	3	
MKTG 4550	3	
MKTG Elective**	3	
Business Elective***	3	
<b>Total Hours</b>	<b>15</b>	

\*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.

\*\*\*Students may choose any MKTG elective some options are as follows: MGMT4040, MGMT4100, 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

#### **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, Avana, 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 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.

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