ARTICULATION/TRANSFER AGREEMENT

EAST TENNESSEE STATE UNIVERSITY

Bachelor of Business Administration//*Marketing (Marketing Management)*

SOUTHWEST VIRGINIA COMMUNITY COLLEGE

Associate of Science//*Business Administration*

Southwest Virginia Community College

First Semester	CH	Second Semester	CH	Third Semester	CH	Fourth Semester	CH
ENG 111- College Composition I	3	CST 100-Principles of Public Speaking	3	ACC 211- Principles of Accounting I	3	ACC 212-Principles of Accounting II	3
Science with Lab	4	ENG 112-College Composition II	3	ECO 201-Principles of Macroeconomics	3	ECO 202-Principles of Microeconomics	3
MATH	3	MATH	3	Literature	3	BUS 100- Intro to Business	3
ITE 152- Intro to Digital and Information Literacy and Computer Applications	3	HIS 111- History of World Civilization or HIS 121- United States History I	3	MTH 245- Probability and Statistics	3	BUS 227-Business Analytics	3
SDV 101- Orientation to (Discipline)	1	PSY 200- Principles of Psychology or SOC 200- Principles of Sociology	3	BUS 240-Intro to Business Law	3	Business Elective	3
Humanities/Fine Arts	3						
	17		**15**		**15**		**15**

TOTAL HOURS: 62

East Tennessee State University

Fall	CH	Spring	CH	Fall	CH	Spring	CH
MKTG 3300- Business Communications	3	MKTG 3202- Consumer Behavior	3	MKTG 4910- Marketing Management	3	MGMT 4910- Strategic Management	3
MGMT 3000- Organizational Behavior and Management	3	ECON 2080- Quantitative Methods for Business II	3	General Electives	3	General Electives	6
MKTG 3200- Principles of Marketing	3	SCMT 3100- Production/Operations Management	3	Advisor Approved Elective	3	Advisor Approved Electives	3
MGMT 3310-Legal Environment of Business	3	CSCI 3700- Enabling Business with Informative Systems	3	MKTG 4619- Marketing Research and Analytics	3	MGMT 3050- Business Analytics	3
FNCE 3220- Business Finance	3	MKTG 3740- Sales Force Management	3	ECON 2070- Quantitative Methods for Business I	3		
	15		**15**		**15**		**15**

TOTAL HOURS: 60

TOTAL DEGREE CREDITS: 62+60=122

Department of Marketing
PO Box 70625
Phone: (423) 439-4422
225 Sam Wilson Hall
Web address: https://www.etsu.edu/cbat/marketing/default.php

11/3/25 W.Marlowe

Courses at Southwest Virginia:	Equate to courses at ETSU:
ENG 111	ENGL 1010
Science w/Lab	Science w/Lab
Math	Math
ITE 152	CSCI 1100
SDV 101	HDAL 1000
Humanities/Fine Arts	Humanities/Fine Arts
CST 100	SPCH 2300
ENG 112	ENGL 1020
Math	Math
HIS 111	HIST 1110
PSY 200	PSYC 1310
SOC 200	SOCI 1020
HIS 121	HIST 2010
ACC 211	ACCT 2010
ECO 201	ECON 2210
Literature	Literature
BUS 224	ECON 2070
BUS 240	MGMT 2002
ACC 212	ACCT 2020
ECO 202	ECON 2220
BUS 100	BADM 1130
BUS 227	Elective
Business Elective	Business Elective
MTH 245	MATH 1530