



MARKETING
ASSOCIATE OF SCIENCE

GENERAL EDUCATION REQUIREMENTS	CREDIT HOURS
COMMUNICATION	9
ENGL 1010: English Composition I	3
ENGL 1020: English Composition II	3
COMM 2025: Fundamentals of Communication or any approved speech/communication general education course	3
HUMANITIES & FINE ARTS (minimum 1 course in literature)	9
Any approved humanities or fine arts general education course	3
Any approved humanities or fine arts general education course	3
(literature) Any approved humanities literature general education course	3
SOCIAL/BEHAVIORAL SCIENCES	6
ECON 2100: Principles of Macroeconomics	3
ECON 2200: Principles of Microeconomics	3
HISTORY	6
Any approved History general education course	3
Any approved History general education course	3
NATURAL SCIENCES	8
Any approved Natural Sciences general education course	4
Any approved Natural Sciences general education course	4
MATHEMATICS	3
MATH 1530: Introductory Statistics*	3
GENERAL EDUCATION TOTAL	41
AREA OF EMPHASIS REQUIREMENTS	
ACCT 1010: Principles of Accounting I	3
ACCT 1020: Principles of Accounting II	3
MATH 1630: Finite Mathematics OR College Algebra (MATH 1130 or MATH 1710)** OR guided elective course**	3
MATH 1830: Applied Calculus OR any guided elective course***	3
INFS 1010: Computer Applications	3
FOREIGN LANGUAGE	0
GUIDED ELECTIVES	4
AREA OF EMPHASIS REQUIREMENTS & ELECTIVES TOTAL	19
DEGREE TOTAL	60

NOTES:

*Students transferring to the UT Knoxville should complete MATH 2050: Calculus-based Probability and Statistics

**Students transferring to ETSU, MTSU or UT Knoxville should take MATH 1630. Students transferring to TSU, TTU, University of Memphis, UT Chattanooga or UT Martin should take a college algebra course.

***MATH 1830: Applied Calculus or equivalent calculus course is required at ETSU, UT Knoxville, University of Memphis, UT Chattanooga, TSU and TTU. MATH 1830: Applied Calculus or equivalent is NOT required at UT Martin, APSU or MTSU.