



 **Refer to this Pathways Map** to see how your transfer credits apply toward your bachelor's degree requirements 
? Have questions? Contact the Office of Admissions:  256-233-8130  admissions@athens.edu

Level Undergraduate **Classification** Freshman **Major** Marketing and Analytics **Program** Bachelor of Science - Business
College College of Business

Bachelor of Science

INCOMPLETE

Credits required: 124 Credits applied: 0 Catalog year: Fall 2025 GPA: 0.000

You currently have 0 hours earned at Athens State.

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| ☐ Minimum 124 hours required | Still needed: A minimum of 124 hours are required. You currently have 0, you still need 124 more hours. |
| ☐ Minimum 31 hours (25% of degree requirements) at Athens State | Still needed: You have 0 but still need a minimum of 31 hours. |
| ☐ A minimum institutional GPA of 2.00 is required | |
| ☐ COLLEGE OF BUSINESS AREA I-V REQUIREMENTS | |
| ☐ College of Business General Education (Areas I-IV) Requirements | Still needed: See College of Business - General Education I-IV section |
| ☐ College of Business Pre-Professional (Area V) Requirements | Still needed: See College of Business Area V- Pre-Professional section |
| ☐ Major Requirements | Still needed: See Marketing and Analytics section |
| ☐ General Electives Requirement | Still needed: See General Electives section |

Blocks included in this block

[College of Business - General Education I-IV Sequence in Literature or History](#)
[College of Business Area V- Pre-Professional Marketing and Analytics](#)
[General Electives](#)

College of Business - General Education I-IV

INCOMPLETE

Credits required: 41 Credits applied: 0 Catalog year: Fall 2025 GPA: 0.000

Unmet conditions for this set of requirements: 41 hours are required. You currently have 0, you still need 41 more hours.

☐ AREA I: WRITTEN COMPOSITION

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| ☐ Written Composition I | Still needed: 3 Credits in ENG 101 |
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☐ Written Composition II	Still needed:	3 Credits in ENG 102
☐ AREA II: HUMANITIES AND FINE ARTS		
☐ One Fine Arts course or equivalent	Still needed:	3 Credits in ART 100 or 203 or 204 or HUM 130 or MUS 101 or THR 120 or 126
☐ One Literature Course	Still needed:	3 Credits in ENG 251 or 252 or 261 or 262 or 271 or 272
☐ Other Courses in Humanities and/or Fine Arts	Still needed:	6 Credits in ART 100 or 203 or 204 or ENG 251 or 252 or 261 or 262 or 271 or 272 or FRN 101 or 102 or 201 or 202 or GRN 101 or 102 or 201 or 202 or HUM 101 or 102 or 130 or 299 or IDH 106 or 208 or 214 or IDS 102 or JPN 101 or 102 or MUS 101 or PHL 106 or 206 or REL 100 or 151 or 152 or SPA 101 or 102 or 201 or 202 or SPH 106 or 107 or THR 120 or 126
☐ AREA III: MATHEMATICS AND NATURAL SCIENCES		
☐ Two Natural Science Courses with labs	Still needed:	8 Credits in AST 220 or BIO 101 or 102 or 103 or 104 or 201 or 202 or 220 or CHM 104 or 105 or 111 or 112 or GEO 101 or 102 or GLY 101 or 102 or PHS 111 or 112 or 120 or 230 or PHY 115 or 120 or 201 or 202 or 213 or 214
☐ One Mathematics course (Finite Math or higher)	Still needed:	3 to 4 Credits in MTH 110 or 112 or 113 or 115 or 120 or 125 or 126 or 227 or 237 or 238
☐ AREA IV: HISTORY, SOCIAL, AND BEHAVIORAL SCIENCES		
☐ Two Courses in Economics	Still needed:	6 Credits in ECO 231 or 232
☐ One History Course	Still needed:	3 Credits in HIS 101 or 102 or 121 or 122 or 201 or 202
☐ Other History, Social and Behavioral Science Courses	Still needed:	3 Credits in ANT 200 or 210 or 220 or 226 or 230 or GEO 100 or 201 or HIS 101 or 102 or 121 or 122 or 201 or 202 or IDH 206 or POL 200 or 211 or 220 or PSY 200 or 210 or SPH 116 or SOC 200 or 210
☐ Sequence in Literature or History	Still needed:	See Sequence in Literature or History section

Sequence in Literature or History INCOMPLETE

Classes required: 2 Classes applied: 0 Catalog year: Fall 2025 GPA: 0.00

Unmet conditions for this set of requirements: 2 Classes constituting a sequence in literature or history are required. You currently have 0, you still need 2 more classes.

☐ LITERATURE OR HISTORY SEQUENCE	Still needed:	Choose from 1 of the following:
☐ AMERICAN LITERATURE SEQUENCE		You must complete all of the following:

☐ American Literature I	3 Credits or 1 Class in ENG 251
☐ American Literature II	3 Credits or 1 Class in ENG 252
☐ ENGLISH LITERATURE SEQUENCE	You must complete all of the following:
☐ English Literature I	3 Credits or 1 Class in ENG 261
☐ English Literature II	3 Credits or 1 Class in ENG 262
☐ WORLD LITERATURE SEQUENCE	You must complete all of the following:
☐ World Literature I or Major Authors I	3 Credits or 1 Class in ENG 271
☐ World Literature II or Major Authors II	3 Credits or 1 Class in ENG 272
☐ WESTERN CIV/EUROPEAN HISTORY SEQUENCE	You must complete all of the following:
☐ Western Civ I, Early Mod. Europe, Rev. Europe, or 19th Cent. Europe	3 Credits or 1 Class in HIS 101
☐ Western Civ II, 19th Cent. Europe, or 20th Cent. Europe	3 Credits or 1 Class in HIS 102
☐ WORLD HISTORY SEQUENCE	You must complete all of the following:
☐ World History I	3 Credits or 1 Class in HIS 121
☐ World History II	3 Credits or 1 Class in HIS 122
☐ UNITED STATES HISTORY SEQUENCE	You must complete all of the following:
☐ US History I, Rev. America, or American Expansion 19th Cent.	3 Credits or 1 Class in HIS 201
☐ US History II, American Expansion 19th Cent., or 20th Cent. America	3 Credits or 1 Class in HIS 202

 Note: Classes you take in Areas I–IV may also count toward the Sequence requirement in Literature or History. For example, if you take HIS 101 and HIS 102, these will:

- ☒ Count towards “One History Course” (3 credits)
- ☒ Counts towards 3 credits in “Other History, Social and Behavioral Science Courses”
- ☒ And, satisfy the “Sequence in Literature or History” requirement with a History sequence

College of Business Area V- Pre-Professional

INCOMPLETE

Credits required: 18 Credits applied: 0 Catalog year: Fall 2025 GPA: 0.000

Unmet conditions for this set of requirements: 18-23 hours are required. You currently have 0, you still need 18 more hours.

☐ COLLEGE OF BUSINESS PRE-PROFESSIONAL COURSE REQUIREMENTS

☐ Principles of Accounting I or Fundamentals of Accounting I	Still needed:	3 Credits in BUS 241 or AC 305
☐ Principles of Accounting II or Fundamentals of Accounting II	Still needed:	3 Credits in BUS 242 or AC 306 
☐ Business Stats I, Elementary Statistics, or Stat Methods I	Still needed:	3 Credits in BUS 271 or MTH 265 or GBA 305 
☐ Business Statistics II or Stat Methods II	Still needed:	3 Credits in BUS 272 or GBA 306 
☐ Legal/Social Environment of Business or Business Law I	Still needed:	3 Credits in BUS 263 or GBA 311 or BUS 261
☐ Microcomputer Applications Course	Still needed:	3 Credits in CIS 146 or GBA 301 or ITE 301

Marketing and Analytics

INCOMPLETE

Credits required: 59 Credits applied: 0 Catalog year: Fall 2025 GPA: 0.000

Unmet conditions for this set of requirements: 59 hours are required. You currently have 0, you still need 59 more hours.
Your GPA is 0.000; a GPA of 2.0 is required.
A minimum of 15 hours must be taken at Athens State.

A Business Knowledge Pre-test must be taken at Athens State in MG 320.

☐ Pathways to Success (should be taken 1st term)	Still needed:	3 Credits in UNV 300@
☐ Organizational/Business Comm. (take 1st term if not transfer course)	Still needed:	3 Credits in BUS 215 or MG 320
☐ Management Information Systems (should be taken 1st term)	Still needed:	3 Credits in MG 302 
☐ Principles of Mgmt & Leadership (take 1st term if not transfer course)	Still needed:	3 Credits in BUS 275 or MG 346
☐ Marketing Principles	Still needed:	3 Credits in MK 331 or BUS 285
☐ Management Decision Support Systems	Still needed:	3 Credits in MG 303 
☐ Integrated Marketing Communications	Still needed:	3 Credits in MK 335
☐ Consumer Behavior	Still needed:	3 Credits in MK 336 
☐ Digital Marketing	Still needed:	3 Credits in MK 337
☐ Marketing Analytics I	Still needed:	3 Credits in MK 338 
☐ Marketing Analytics II	Still needed:	3 Credits in MK 339 
☐ Financial Management	Still needed:	3 Credits in MG 350 
☐ International Econ & Trade or International Business	Still needed:	3 Credits in EC 320 or MG 352

☐ Management of Change	Still needed:	3 Credits in MG 417 
☐ Marketing Research	Still needed:	3 Credits in MK 431 
☐ Marketing Strategies and Policies	Still needed:	3 Credits in MK 433 
☐ Sales Management	Still needed:	3 Credits in MK 434
☐ Advanced Marketing Analytics Research/Project	Still needed:	3 Credits in MK 499 
☐ Business Policy (70% average required)-should be taken last term	Still needed:	3 Credits in MG 420 
☐ Seminar in Business (70% average required)-should be taken last term	Still needed:	1 Credit in MG 480
☐ Career Seminar	Still needed:	1 Credit in UNV 400@

General Electives

INCOMPLETE

Catalog year: Fall 2025 GPA: 0.000

☐ General Electives Requirement	Still needed:	6 hours are required. You currently have 0, you still need 6 more hours.
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Legend

	Complete	☐	Not complete
	Complete (with classes in-progress)		Nearly complete - see advisor
	Prerequisite	@	Any course number

Disclaimer

You are encouraged to use this degree audit report as a guide when planning your progress toward completion of the above requirements. Your academic advisor or the Registrar's Office may be contacted for assistance in interpreting this report. This audit is not your academic transcript and it is not official notification of completion of degree or certificate requirements. Please contact the Registrar's Office regarding this degree audit report, your official degree/certificate completion status, or to obtain a copy of your academic transcript.



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