



**START
HERE**

HIGH SCHOOL



- » Institute of Media & Entrepreneurship at Soddy Daisy High School
- » Coca-Cola Business Institute
- » USXpress Institute of Supply Chain and Logistics Management at Central High School
- » USXpress Institute of Supply Chain and Logistics Management at Ooltewah High School
- » Institute of Social Media Marketing and Sports Management at Red Bank High School



- » Dual Enrollment
- » Local Dual Credit
- » Logistics, Freight, and Transportation Pathway classes

1-2 YEARS

**CHATTANOOGA STATE
COMMUNITY COLLEGE**

Associate of Applied Science (A.A.S.)

- BUSINESS**
- » Administrative Professional Technology
 - » Management

- DIGITAL MEDIA DESIGN & PRODUCTION**
- » Computer Animation Concentration
 - » Graphic Arts Concentration
 - » Journalism Concentration
 - » Media Technologies Concentration
 - » Web Design Concentration

**Associate of Arts (A.A.)
MASS COMMUNICATIONS (TTP)***

**Associate of Science (A.S.)
BUSINESS ADMINISTRATION (TTP)*
MASS COMMUNICATIONS (TTP)***

* ONLY TTP (TENNESSEE TRANSFER PATHWAY) PROGRAMS GUARANTEE THAT ALL CHATT STATE CREDITS WILL TRANSFER TO UTC BACHELOR'S PROGRAMS.

1 YEAR OR LESS

- DIPLOMA**
- » Administrative Office Professional

4-13 WEEKS

- » Google Professional Project Management Certificate
- » Limited Residential Contractor License

4 YEARS+ (including ChattState)



Bachelor of Science in Business Administration (B.S.B.A.)

- ACCOUNTING**
- ECONOMICS**
 - » Financial Economics
- ENTREPRENEURSHIP**
- FINANCE**
 - » Business Finance
 - » Investments
- HUMAN RESOURCE MANAGEMENT**
- MANAGEMENT**
- BUSINESS ANALYTICS**
- MARKETING**

Post-Baccalaureate Certificate
BUSINESS ANALYTICS GRADUATE CERTIFICATE**

Master of Accountancy (M.Acc.)**

- » General
- » Forensic Data Analytics

Master of Business Administration (M.B.A.)**

- » General
- » Business Analytics
- » Finance
- » Healthcare Administration
- » Human Resources
- » Data Analytics

Master of Science in Data Analytics (M.S.D.A.)**

- » Business Track
- » Computer Science Track

**BACHELOR'S DEGREE REQUIRED FOR GRADUATE PROGRAMS

****Bachelor's Degree required for graduate programs**

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CAREER PATHWAYS

Business (Administration, Media & Communications)

CAREER	JOB DEMAND				EDUCATION PATHWAY					MEDIAN ANNUAL SALARY*
	Slower than Average/Decline	Average	Better than Average	Much Better than Average	Certificates & Diplomas	Associate Degrees	Bachelor's Degrees	Master's Degrees	Doctoral Degrees	
Arbitrators, Mediators and Conciliators	●	●	●						●	\$69,340.00
Announcers	●					●	●			\$30,330.00
Art Directors	●	●	●			●	●			\$75,730.00
Bookkeeping, Accounting & Auditing Clerks	●				●	●				\$41,410.00
Broadcast Technicians	●	●			●	●				\$37,120.00
Chefs and Head Cooks	●	●	●			●	●			\$52,870.00
Court Reporters	●	●			●	●				\$63,560.00
Craft Artists	●	●			●	●	●			\$38,150.00
Desktop Publishers	●				●	●	●			\$48,990.00
Editors	●						●	●		\$56,020.00
Fashion Designers	●	●			●	●	●			\$76,700.00
Film and Video Camera Operators	●	●			●	●	●			\$47,270.00
Film and Video Editors	●	●				●	●			\$56,460.00
Fine Artists	●	●	●		●	●	●			\$35,040.00
Graphic Designers	●	●					●			\$48,500.00
Industrial Designers	●	●					●			\$69,990.00
Information Clerks	●	●								\$36,920.00
Interior Designers	●	●				●	●			\$50,230.00
Interpreters and Translators	●	●	●				●	●		\$42,190.00
Judges and Hearing Clerks, and Judicial Law Clerks	●	●	●						●	\$70,550.00
Lawyers	●	●							●	\$135,960.00
Multimedia Artists, Animators, and Special Effects Artists	●	●	●		●	●	●			\$53,000.00
Paralegals and Legal Assistants	●					●	●			\$49,800.00
Public Relations Specialists	●						●	●		\$44,920.00
News Analysts, Reporters, and Journalists	●	●	●			●	●			\$48,480.00
Secretaries and Administrative Assistants	●	●	●		●	●	●			\$37,520.00
Technical Writers	●	●			●	●	●			\$64,360.00
Writers and Authors	●	●	●		●	●	●			\$43,230.00
Sound Engineering Technicians	●	●			●	●				\$48,500.00

*Median salary range for Engineering Technology careers in Chattanooga MSA. Data from onetonline.org; dol.gov.