



# AAS – Business Management Marketing and Sales Management Specialization to BAAS – Business – Marketing Concentration 2023-2024 Transfer Pathway



AAS Degree Requirements							
Central Texas College							
CTC	TAMUCT	Course Name	SCH	CTC	TAMUCT	Course Name	SCH
HRPO 1311 <sup>1</sup>	VO--	Human Relations	3	ENGL 1301	CORE 010	Composition I	3
ITSC 1309 or BCIS 1305 <sup>1</sup>	VO-- or BCIS 1305	Integrated Software Applications I or Business Computer Applications	3	BUSI 1301	BUSI 1301	Business Principles	3
MRKG 1311 <sup>1</sup>	VO--	Principles of Marketing	3	SPCH 1315, SPCH 1318 or SPCH 1321	CORE 010	Public Speaking, Interpersonal Communication or Business and Professional Communication	3
BMGT 1325 <sup>1</sup>	VO--	Office Management	3	MATH 1314, MATH 1332, MATH 1342 or MATH 1414	CORE 020	College Algebra, Contemporary Mathematics, Elementary Statistical Methods or College Algebra	3
MRKG 1302 <sup>1</sup>	VO--	Principles of Retailing	3	ECON 2301	CORE 090	Principles of Macroeconomics	3
BMGT 2370 or BMGT 2388 <sup>1</sup>	VO--	Management Applications I or Internship - Business Administration and Management	3	CORE 050	CORE 050	Creative Arts Core	3
MRKG 2333 <sup>1</sup>	VO--	Principles of Selling	3	ACCT 2301	CORE 090	Principles of Financial Accounting	3
BMGT 2371, BMGT 2389 or BUSG 1371 <sup>1</sup>	VO--	Management Applications II, Internship - Business Administration and Management or Entrepreneur & Business Plan Development	3	ACCT 2302	ACCT 2302	Principles of Managerial Accounting	3
Elective <sup>1</sup>	VO--	BMGT/BUSI/BUSG/COMM-1307/RELE Elective	3	BUSI 2301	BUSI 2301	Business Law	3
BUSI 2305	BUSI 2305	Business Statistics	3	COMM 2327	COMM 2327	Introduction to Advertising	3
<b>Subtotal</b>							<b>60</b>

Additional Lower-Level Degree Requirements			
Central Texas College			
Central Texas College	Texas A&M University - Central Texas	Course Name	SCH
CORE 030 <sup>2</sup>	CORE 030	Life and Physical Sciences Core	3
CORE 030 <sup>2</sup>	CORE 030	Life and Physical Sciences Core	3
CORE 040 <sup>2</sup>	CORE 040	Literature, Philosophy, and Culture Core	3
CORE 060 <sup>2</sup>	CORE 060	American History Core	3
CORE 060 <sup>2</sup>	CORE 060	American History Core	3
CORE 070 <sup>2</sup>	CORE 070	Government/Political Science Core	3
CORE 070 <sup>2</sup>	CORE 070	Government/Political Science Core	3
ECON 2302 <sup>2</sup>	CORE 080	Principles of Microeconomics	3
<b>Subtotal</b>			<b>24</b>

Upper-Level Degree Requirements					
Texas A&M University - Central Texas					
TAMUCT	Course Name	SCH	TAMUCT	Course Name	SCH
BUSI 3301	Professionalism and Communication in Business	3	MKTG 4305	Digital and Internet Marketing	3
MGMT 3350	Management and Organizational Behavior	3	BUSI 4301	Business Ethics and Corporate Social Responsibility	3
MKTG 3301	Marketing	3	BUSI 4359	Business Strategy	3
MKTG 3316	Consumer Behavior	3	MKTG 3318	Promotional Strategy	3
FIN 3301 <sup>3</sup>	Financial Management I	3	MKTG 3320	Marketing Research	3
MKTG 4302	Services Marketing	3	MKTG 4316	Marketing Management	3
<b>Subtotal</b>					<b>36</b>
<b>Total</b>					<b>120</b>

### Notes/Comments

Texas A&M University - Central Texas (TAMUCT) only offers upper-level courses (3xxx-5xxx labeled courses), all lower-level courses (1xxx-2xxx labeled courses) will need to be completed at Central Texas College (CTC). A minimum of 120 semester credit hours is required for all baccalaureate degrees. Pathways may exceed 120 semester credit hours as some courses necessary for the associate degree are transferable but not applicable to the baccalaureate degree. For help with pathway planning, students should speak with an [academic advisor](#).

1. This section has the following considerations:
  - May apply conferred Applied Arts and Sciences (A.A.S.) or Certificate of Completion (C.C.)
  - May consist of technical, vocational, or military credit (or a combination)
  - No student will be considered for the BAAS who has less than 12 semester credit hours in the combination of technical, vocational, or military training (12 hours must be technical/vocational training if no military training)
  - With the qualifying 12 semester credit hours, a student may include specified academic electives up to a maximum of 36 semester credit hours.
  - A maximum of 36 semester credit hours will be allowed.
  - See the College of Business Administration's academic advisors for more information.
2. The AAS does not fulfill all the lower-level courses required for the undergraduate degree. Students will need to complete these remaining lower-level courses at CTC. Please discuss the consortium agreement procedure with a TAMUCT [financial aid advisor](#).
3. Other field of study courses may be used to satisfy requirements.