



## Bachelor of Applied Arts and Science Business – Marketing Concentration 2022-2023 Transfer Guide

Core Requirements			
(Transfer Credits)			
Other Institution	Texas A&M University - Central Texas	Course Name	SCH
ENGL 1301	CORE 010	Composition I	3
SPCH 1311 <sup>6</sup>	CORE 010	Introduction to Speech Communications	3
MATH 1324 <sup>6</sup>	CORE 020	Mathematics for Business & Social Science	3
CORE 030	CORE 030	Life and Physical Sciences Core Selection	3
CORE 030	CORE 030	Life and Physical Sciences Core Selection	3
CORE 040	CORE 040	Literature, Philosophy, and Culture Core Selection	3
CORE 050	CORE 050	Creative Arts Core Selection	3
CORE 060	CORE 060	American History Core Selection	3
CORE 060	CORE 060	American History Core Selection	3
CORE 070	CORE 070	Government/Political Science Core Selection	3
CORE 070	CORE 070	Government/Political Science Core Selection	3
ECON 2302	CORE 080	Principles of Microeconomics	3
ECON 2301	CORE 090	Principles of Macroeconomics	3
ACCT 2301	CORE 090	Principles of Financial Accounting	3
<b>Subtotal</b>			<b>42</b>

Additional Lower-Level Degree Requirements			
(Transfer Credits)			
Other Institution	Texas A&M University - Central Texas	Course Name	SCH
Occupational/Technical Specialization <sup>4</sup>	Occupational/Technical Specialization	Occupational/Technical Specialization	36
ACCT 2302	ACCT 2302	Principles of Managerial Accounting	3
MATH 1342 or BUSI 2305	BUSI 3311	Elementary Statistical Methods or Business Statistics	3
<b>Subtotal</b>			<b>42</b>

Upper-Level Degree Requirements					
Texas A&M University - Central Texas					
Texas A&M University - Central Texas	Course Name	SCH	Texas A&M University - Central Texas	Course Name	SCH
BUSI 3301	Professionalism and Communication in Business	3	MKTG 4305	Digital and Internet Marketing	3
MGMT 3301 or 4325 <sup>5</sup>	Principles of Management or Leadership Theory and Practice	3	BUSI 4301	Business Ethics	3
MKTG 3301	Marketing	3	BUSI 4359	Business Strategy	3
MKTG 3316	Consumer Behavior	3	MKTG 3318	Promotional Strategy	3
FIN 3301 <sup>7</sup>	Financial Management I	3	MKTG 3320	Marketing Research	3
MKTG 4302	Service Marketing	3	MKTG 4316	Marketing Management	3
<b>Subtotal</b>					<b>36</b>
<b>Total</b>					<b>120</b>

### Notes/Comments

**This guide is for planning and visualization purposes only. For assistance with pathway planning, students should schedule an appointment with an academic advisor.**

1. Texas A&M University - Central Texas is an upper-level university only offering upper-level courses (3000-4000 labeled courses)
2. Student will need to complete all lower-level courses at another institution (1000-2000 labeled courses). Refer to the [General Education Core Requirements page](#) for more information on the CORE Requirements coursework.
3. Any-level electives may be taken at either at Texas A&M University-Central Texas or another institution. Please consult an academic advisor prior to selecting any-level electives.
4. This section has the following considerations:
  - a. May apply conferred Applied Arts and Sciences (A.A.S.) or Certificate of Completion (C.C.)
  - b. May consist of technical, vocational, or military credit (or a combination)
  - c. 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)
  - d. With the qualifying 12 semester credit hours, a student may include specified academic electives up to the maximum 36 semester credit hours.
  - e. A maximum of 36 semester credit hours will be allowed
  - f. See the College of Business Administration's academic advisors for more information.
5. If student passed BMGT 1327 for their A.A.S. and received at least a B, MGMT 4325 may be taken.
6. Specific courses are not required but preferred for the degree.
7. Other field of study course may be used to satisfy requirement.