



Bachelor of Business Administration Marketing 2022-2023 Transfer Guide

Core Requirements			
(Transfer Credits)			
Other Institution	Texas A&M University - Central Texas	Course Name	SCH
CORE 010	CORE 010	Communication Core Selection	3
CORE 010	CORE 010	Communication Core Selection	3
MATH 1324 ⁴	CORE 020	Mathematics for Business & Social Sciences	3
CORE 030	CORE 030	Life and Physical Science Core Selection	3
CORE 030	CORE 030	Life and Physical Science Core Selection	3
CORE 040	CORE 040	Language, Philosophy and Culture	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
PSYC 2301 or SOCI 1301 ⁵	CORE 080	General Psychology or Introduction to Sociology	3
ACCT 2301 ⁴	CORE 090	Principles of Financial Accounting	3
ECON 2301 ⁴	CORE 090	Principles of Macroeconomics	3
Subtotal			42

Additional Lower-Level Degree Requirements			
(Transfer Credits)			
Other Institution	Texas A&M University - Central Texas	Course Name	SCH
ACCT 2302	ACCT 2302	Principles of Managerial Accounting	3
BCIS 1305 ⁴	CIS 3300	Business Computer Applications or Computer Technology and Impact	3
ECON 2302	ECON 2302	Principles of Microeconomics	3
Any Level Elective ⁴	Any Level Elective	Any Level Elective	9
BUSI 2305 or MATH 1342	BUSI 3311	Business Statistics, Elementary Statistical Methods	3
BUSI 2301	BUSI 3332	Business Law or Legal Environment of Business	3
Subtotal			24

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 3316	Consumer Behavior	3
ACCT 3301	Accounting and finance Data Analytics I	3	MKGT 4302	Services Marketing	3
MKTG 3301	Marketing	3	MKTG 4305	Digital and Internet Marketing	3
BUSI 4301	Business Ethics	3	MGMT 3350	Management and Organizational Behavior	3
FIN 3301	Financial Management I	3	BUSI 4359	Business Strategy	3
MGMT 3302 ⁶	Personnel and Human Resource Management (or Upper-Level COBA Elective)	3	CIS 4350	Management Information Systems	3
MKTG 3318	Promotional Strategy	3	MKTG 3320	Marketing Research	3
Any Level Elective or Upper-Level COBA Elective ⁶	Any Level Elective or Upper-Level COBA Elective	3	MKTG 4316	Marketing Management	3
BUSI 3344	Introduction to the Global Business Environment	3	Upper-Level COBA Elective ⁶	Upper-Level COBA Elective	3
Subtotal					54
Total					120

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. Lower Level Electives, Any Level Electives, Component Area Options, or Degree Requirements (DEG REQ) may consist of the FOS courses: MATH 1324, ECON 2301, ECON 2302, BCIS 1305, ACCT 2301, ACCT 2302, BUSI 1301, BUSI 2305.
5. CORE REQ (080) recommended courses are PSCY 2301 or SOCI 1301. These are not degree required courses.
6. Please see your advisor for information on recommended micro-credential course offerings.