

2018-19  
BACHELOR OF BUSINESS ADMINISTRATION  
MARKETING



TEXAS A&M  
UNIVERSITY  
CENTRAL TEXAS™

THIS IS A RECOMMENDED COURSE SEQUENCE

**TRANSFER GUIDE**

Freshman & Sophomore Level Coursework

*Generally taken at a community college*

<i>Texas Common Course Number</i>	<i>Course Title</i>	<i>Minimum Credits</i>
<b>ENGL 1301</b> (010)	Composition I	3
<b>ENGL 1302</b> (010)	Composition II	3
*MATH (020)	Math Core	3
*SCIENCE (030)	Science Core	3
*SCIENCE (030)	Science Core	3
*HUMANITIES (040)	LPC Core	3
*ARTS (050)	Arts Core	3
*HIST 1301 (060)	US History Core	3
*HIST 1302 (060)	US History Core	3
*GOVT 2305 (070)	Government Core	3

<i>Texas Common Course Number</i>	<i>Course Title</i>	<i>Minimum Credits</i>
*GOVT 2306 (070)	Government Core	3
<b>ECON 2301</b> (080)	Macroeconomics	3
<b>ECON 2302</b> (090)	Microeconomics	3
<b>SPCH 1311, 1315, 1318 or 1321</b> (090)	Speech Elective	3
<b>ACCT 2301</b>	Prin. of Financial Acct	3
<b>ACCT 2302</b>	Prin. of Managerial Acct	3
<b>PSYC 2301</b>	General Psychology	3
<b>BCIS 1301</b>	Microcomputer Apps	3
ELECTIVE	Any Level Elective	3
ELECTIVE	Any Level Elective	3

**Junior & Senior Level Coursework**

*Generally taken at Texas A&M University-Central Texas*

<i>TAMUCT Number</i>	<i>Course Title</i>	<i>Credits</i>
FIN 3301	Financial Management I	3
BUSI 3301	Business Comm & Research	3
BUSI 3311	Business Statistics	3
^BUSI 3332	Legal Environment of Bus	3
BUSI 3344	Intro to Global Bus Envir	3
BUSI 4301	Business Ethics	3
BUSI 4359	Business Strategy	3
MGMT 3301	Principles of Management	3
MGMT 3302	Personnel & HR Mgt.	3
MGMT 3350	Organizational Behavior	3

<i>TAMUCT Number</i>	<i>Course Title</i>	<i>Credits</i>
CIS 4350	Management Info Systems	3
MKTG 3301	Marketing	3
MKTG 3316	Consumer Behavior	3
MKTG 3318	Promotional Strategy	3
MKTG 3320	Marketing Research	3
MKTG 4302	Services Marketing	3
MKTG 4316	Marketing Management	3
MKT ELECT	Advanced Marketing Elect	3
MKT ELECT	Advanced Marketing Elect	3
BUS ELECT	Advanced Business Elect	3

\*Any approved course in that Foundational Component Area (FCA) at a Texas public college or university is acceptable; please speak with an A&M-Central Texas Academic Advisor to determine which choices may fit your education goals (Academic Advising Contact Information: [ug.advising@tamuct.edu](mailto:ug.advising@tamuct.edu) / (254) 501-5856)

**Community college level courses in bold are required for the major;** other courses may be used for core requirements, but these courses must still be completed in order to meet graduation requirements at A&M-Central Texas. ^G BK 332: Legal Environment of Business is required, but BUSI 2301 is an acceptable substitute