

AA-General Studies to BBA- Marketing 4-Year Suggested Academic Plan for Transfer 2021-2022 Catalog Year

First and Second Years

Please speak with your TC advisor for recommended course sequence

TC	TAMUCT	Course Name	Hrs	TC	TAMUCT	Course Name	Hrs
ENGL 1301	CORE 010	Composition I	3	ENGL 1302	CORE 010	Composition II	3
MATH 1324	CORE 020	Mathematics for Business & Social Sciences	3	CORE 030	CORE 030	CORE Life and Physical Science	3
CORE 030	CORE 030	CORE Life and Physical Science	3	CORE 040	CORE 040	CORE Language, Philosophy & Culture	3
CORE 050	CORE 050	CORE Creative Arts	3	HIST 1301	CORE 060	US History I	3
HIST 1302	CORE 060	US History II	3	GOVT 2305	CORE 070	Federal Government	3
GOVT 2306	CORE 070	Texas Government	3	ECON 2301	CORE 080	Principles of Macroeconomics	3
ACCT 2301	CORE 090	Principles of Financial Accounting	3	ECON 2302	CORE 090	Principles of Microeconomics	3
BUSI 2301	Business Law Requirement	Business Law	3	BUSI 2305	Business Statistics Requirement	Business Statistics	3
SPCH 1321	Any Elective	Business & Professional Communication	3	BCIS 1305	Business Core Requirement	Business Computer Applications	3
ACCT 2302	Business Core Requirement	Principles of Managerial Accounting	3	Any Elective	Any Elective	Any Level Elective	3
				Total			60

Third Year – Junior

Fall Semester – Spring Semester

TAMUCT	Course Name	Hrs	TAMUCT	Course Name	Hrs
MGMT 3301	Principles of Management	3	MGMT 3302 or Adv. COBA Elective ²	Personnel and Human Resource Management or Advanced COBA Elective	3
FIN 3301	Financial Management I	3	BUSI 3344	Introduction to the Global Business Environment	3
BUSI 3301	Business Communications & Research	3	MKTG 3318	Promotional Strategy	3
MKTG 3301	Marketing	3	MKTG 3320	Marketing Research	3
Any Level Elective	Any Level Elective	3	Any Level Elective	Any Level Elective	3
Total		15	Total		15

Fourth Year - Senior

Fall Semester – Spring Semester

TAMUCT	Course Name	Hrs	TAMUCT	Course Name	Hrs
MKTG 3316	Consumer Behavior	3	BUSI 4359	Business Strategy	3
MKTG 4302	Services Marketing	3	MKTG 4316	Marketing Management	3
MKTG 4305	Digital and Internet Marketing	3	BUSI 4301	Business Ethics & Corporate Social Responsibility	3
CIS 4350	Management Information Systems	3	MGMT 3350	Organizational Behavior	3
Adv. COBA Elective ²	Adv. COBA Elective	3	Adv. COBA Elective ²	Advanced COBA Elective	3
Total		15	Total		15

Notes/Comments:

- (1) Some Texas Common Core may be offered as a Dual Credit course. Please consult with your Temple College advisor
- (2) Please speak with a COBA advisor for COBA electives for micro-credential. COBA offers six micro-credentials (pending internal approval) in Logistics and Supply Chain Management, Project Management, Business Intelligence & Analytics, Cybersecurity, Financial Management & Analysis, and Accounting

Transfer Information

Transfer of Credit & Student Benefits

Transfer Central! Your affordable path to a high-quality bachelor's degree.

[Join Transfer Central](#) and receive exclusive access to resources designed to help you complete your bachelor's degree on time and with less debt:

- Personalized degree planning
- University email address
- Priority class registration
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Click [HERE](#) to join now.

College of Business Administration

Explore all the opportunities the College of Business Administration at A&M-Central Texas has to offer. Visit us [ONLINE](#) to see what is happening!

Start planning today. Schedule an appointment with a COBA academic advisor. Click [HERE](#) to find a time that meets your schedule.

Program Admission Requirements

Undergraduate Admission Requirements:

- Minimum 2.0 cumulative transfer GPA on a 4.0 scale
- Minimum 30 academic, college-level transferable hours
- Must be eligible to return to all previously attended institutions

Additional program admission standards may apply. Visit degree program pages or speak with an A&M-Central Texas admission counselor for additional information.

Get Connected. Meet in-person, virtually, or via the phone with an admissions counselor today. Click [HERE](#) to schedule an appointment convenient for you.

Graduate Studies

Continue to advance your skills and new career opportunities with a graduate degree from Texas A&M University - Central Texas. Click to learn more about the following graduate degrees:

[Master of Business Administration](#)

- Computer Information Systems
- Healthcare Administration
- Human Resource Management
- Management
- Data Analytics micro-credential (pending internal approval)
- Leadership for Sustainability

[Master of Science – Accounting](#)

[Master of Science – Information Systems](#)

[Master of Science – Leadership for Sustainability](#)

Graduate Certificates

[Healthcare Administration](#)

[Leadership for Sustainability](#)