



# AS – Business Administration to Bachelor of Business Administration – Marketing 2023-2024 Transfer Pathway



AS Degree Requirements							
Austin Community College							
ACC	TAMUCT	Course Name	SCH	ACC	TAMUCT	Course Name	SCH
EDUC 1300 or HUMA 1301	EDUC 1300 or HUMA 1301	Learning Framework: Effective Strategies for College Success or Humanities: Prehistory to Renaissance	3	BUSI 2305	BUSI 2305	Business Statistics	3
BUSI 1301	BUSI 1301	Business Principles	3	GOVT 2305	CORE 070	United States Government	3
ENGL 1301	CORE 010	English Composition I	3	ACCT 2301	CORE 090	Principles of Accounting I - Financial	3
HIST 1301	CORE 060	United States History I	3	ECON 2301	CORE 090	Principles of Macroeconomics	3
MATH 1324	CORE 020	Mathematics for Business and Economics	3	CORE 030	CORE 030	Life and Physical Sciences Core	3
BCIS 1305	BCIS 1305	Business Computer Applications	3	GOVT 2306	CORE 070	Texas State and Local Government	3
CORE 030	CORE 030	Life and Physical Sciences Core	3	ACCT 2302	ACCT 2302	Principles of Accounting II - Managerial	3
MATH 1325 or CORE 090	MATH 1325 or CORE 090	Business Calculus or Component Area Option Core	3	CORE 050	CORE 050	Creative Arts Core	3
ENGL 1302	CORE 010	English Composition II	3	ECON 2302	ECON 2302	Principles of Microeconomics	3
HIST 1302	CORE 060	United States History II	3	CORE 040	CORE 040	Language, Philosophy, and Culture Core	3
						<b>Subtotal</b>	<b>60</b>

Additional Lower-Level Degree Requirements			
Austin Community College			
Austin Community College	Texas A&M University - Central Texas	Course Name	SCH
PSYC 2301 or SOCI 1301 <sup>1,2</sup>	CORE 080	General Psychology or Introduction to Sociology	3
BUSI 2301 <sup>1,3</sup>	BUSI 2301	Business Law	3
			<b>Subtotal</b>
			<b>6</b>

Upper-Level Degree Requirements					
Texas A&M University - Central Texas (TAMUCT)					
TAMUCT	Course Name	SCH	TAMUCT	Course Name	SCH
BUSI 3301	Professionalism and Communication in Business	3	MKTG 4302	Services Marketing	3
ACCT 3301	Accounting and Finance Data Analytics I	3	MKTG 4305	Digital and Internet Marketing	3
MKTG 3301	Marketing	3	MGMT 3350	Management and Organizational Behavior	3
BUSI 4301	Business Ethics and Corporate Social Responsibility	3	BUSI 4359	Business Strategy	3
FIN 3301	Financial Management I	3	CIS 4350	Management Information Systems	3
MGMT 3302 or COBA Elective <sup>3</sup>	Personnel and Human Resource Management (or Upper-Level COBA Elective)	3	MKTG 3320	Marketing Research	3
MKTG 3318	Promotional Strategy	3	MKTG 4316	Marketing Management	3
BUSI 3344	Introduction to the Global Business Environment	3	Any Level or Upper-Level COBA Elective <sup>3</sup>	Any Level Elective or Upper-Level COBA Elective	3
MKTG 3316	Consumer Behavior	3	Upper-Level COBA Elective <sup>3</sup>	Upper-Level COBA Elective	3
					<b>Subtotal</b>
					<b>54</b>
					<b>Total</b>
					<b>120</b>

## Notes/Comments

Texas A&M University - Central Texas only offers upper-level courses (3xxx-5xxx labeled courses), all lower-level courses (1xxx-2xxx labeled courses) will need to be completed at Austin Community College. For help with pathway planning, students should speak with an [academic advisor](#). *This pathway is intended for planning and visualization purposes only.*

- The AS does not fulfill all the lower-level courses required for the undergraduate degree. Students will need to complete these remaining lower-level courses at Austin Community College. Please discuss the consortium agreement procedure with a TAMUCT [financial aid advisor](#).
- CORE REQ (080) recommended courses are PSYC 2301 or SOCI 1301. These are not degree required courses.
- Students may fulfill this degree requirement by enrolling in BUSI 3332 at TAMUCT.
- Please see your advisor for information on recommended micro-credential course offerings.