



AAS – Business Marketing to BAAS – Business Marketing Concentration 2023-2024 Transfer Pathway



AAS Degree Requirements							
Dallas College							
DC	TAMUCT	Course Name	SCH	DC	TAMUCT	Course Name	SCH
MRKG 1311 ¹	VO--	Principles of Marketing	3	BMGT 1305 ¹	VO--	Communications in Management	3
MRKG 1302 ¹	VO--	Principles of Retailing	3	BMGT 2303 ¹	VO--	Problem Solving & Decision Making	3
MRKG 1301 ¹	VO--	Customer Relationship Management	3	MRKG 2372 ¹	VO--	Advanced Customer Relationship Management	3
Elective ¹	VO--	Marketing Elective	3	MRKG 1381 ¹	VO--	Cooperative Education-Marketing/Marketing Management	3
MRKG 2349 ¹	VO--	Advertising and Sales Promotion	3	ENGL 1301	CORE 010	Composition I	3
MRKG 2333 ¹	VO--	Principles of Selling	3	SPCH 1311 or SPCH 1315	CORE 010	Introduction to Speech Communication or Public Speaking	3
MRKG 2312 ¹	VO--	E-Commerce Marketing	3	CORE 050	CORE 050	Creative Arts Core	3
MRKG 2371 ¹	VO--	Strategies in Social Media Marketing	3	MATH 1324	CORE 020	Mathematics for Business & Social Sciences	3
MRKG 2348 ¹	VO--	Marketing Research and Strategies	3	ECON 2302	CORE 080	Principles of Microeconomics	3
MRKG 2370 ¹	VO--	Digital Marketing	3	MRKG 2381 ¹	VO--	Cooperative Education-Marketing/Marketing Management	3
Subtotal							60

Additional Lower-Level or Upper-Level Degree Requirements			
Dallas College or Texas A&M University – Central Texas			
Dallas College	Texas A&M University - Central Texas	Course Name	SCH
CORE 030 ²	CORE 030	Life and Physical Sciences Core	3
CORE 030 ²	CORE 030	Life and Physical Sciences Core	3
CORE 040 ²	CORE 040	Language, Philosophy, and Culture Core	3
CORE 060 ²	CORE 060	American History Core	3
CORE 060 ²	CORE 060	American History Core	3
CORE 070 ²	CORE 070	Government/Political Science Core	3
CORE 070 ²	CORE 070	Government/Political Science Core	3
ACCT 2301 ²	CORE 090	Principles of Financial Accounting	3
ECON 2301 ²	CORE 090	Principles of Macroeconomics	3
ACCT 2302 ²	ACCT 2302	Principles of Managerial Accounting	3
MATH 1342 or BUSI 2305 ^{2,3}	MATH 1342 or BUSI 2305	Elementary Statistical Methods or Business Statistics	3
Subtotal			33

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 3350	Management and Organizational Behavior	3	BUSI 4301	Business Ethics and Corporate Social Responsibility	3
MKTG 3301	Marketing	3	BUSI 4359	Business Strategy	3
MKTG 3316	Consumer Behavior	3	MKTG 3318	Promotional Strategy	3
FIN 3301 ⁴	Financial Management I	3	MKTG 3320	Marketing Research	3
MKTG 4302	Services Marketing	3	MKTG 4316	Marketing Management	3
Subtotal					36
Total					129

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 Dallas College.

For help with pathway planning, student should speak with an [academic advisor](#). *This pathway is intended for planning and visualization purposes only.*

1. 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.
2. Not all Degree Requirement courses are completed with the AAS. Student will need to complete these remaining lower-level courses at Dallas College. Please discuss the consortium agreement procedure with a TAMUCT [financial aid advisor](#).
3. Students can also fulfill this degree requirement by enrolling in BUSI 3311.
4. Other field of study course may be used to satisfy requirement.