

# Bachelor of Applied Arts and Science Business – Marketing Concentration 2023-2024 Transfer Guide

| Core Requirements<br>(Transfer Credits) |                                      |  |           |
|---|--------------------------------------|--|-----------|
| Transferring Institution                | Texas A&M University - Central Texas | Course Name                                      | SCH       |
| ENGL 1301                               | CORE 010                             | Composition I                                    | 3         |
| SPCH 1311 <sup>2</sup>                  | CORE 010                             | Introduction to Speech Communication             | 3         |
| MATH 1324 <sup>2</sup>                  | CORE 020                             | Mathematics for Business & Social Sciences       | 3         |
| CORE 030 <sup>1</sup>                   | CORE 030                             | Life and Physical Sciences Core Selection        | 3         |
| CORE 030 <sup>1</sup>                   | CORE 030                             | Life and Physical Sciences Core Selection        | 3         |
| CORE 040 <sup>1</sup>                   | CORE 040                             | Language, Philosophy, and Culture Core Selection | 3         |
| CORE 050 <sup>1</sup>                   | CORE 050                             | Creative Arts Core Selection                     | 3         |
| CORE 060 <sup>1</sup>                   | CORE 060                             | American History Core Selection                  | 3         |
| CORE 060 <sup>1</sup>                   | CORE 060                             | American History Core Selection                  | 3         |
| CORE 070 <sup>1</sup>                   | CORE 070                             | Government/Political Science Core Selection      | 3         |
| CORE 070 <sup>1</sup>                   | CORE 070                             | Government/Political Science Core Selection      | 3         |
| ECON 2302                               | CORE 080                             | Principles of Microeconomics                     | 3         |
| ECON 2301                               | CORE 090                             | Principles of Macroeconomics                     | 3         |
| ACCT 2301                               | CORE 090                             | Principles of Financial Accounting               | 3         |
| <b>Subtotal</b>                         |                                      |  | <b>42</b> |

| Additional Lower-Level Degree Requirements<br>(Transfer Credits) |                                      |   |           |
|--|--------------------------------------|---|-----------|
| Transferring Institution   | Texas A&M University - Central Texas | Course Name   | SCH       |
| ACCT 2302  | Degree Requirement                   | Principles of Managerial Accounting                   | 3         |
| MATH 1342 or BUSI 2305 <sup>4</sup>                              | Degree Requirement                   | Elementary Statistical Methods or Business Statistics | 3         |
| Occupational/Technical Specialization <sup>3</sup>               | VO--                                 | Occupational/Technical Specialization                 | 36        |
| <b>Subtotal</b>  |                                      |   | <b>42</b> |

| Upper-Level Degree Requirements<br>Texas A&M University - Central Texas (TAMUCT) |   |     |           |   |            |
|--|---|-----|-----------|---|------------|
| TAMUCT   | Course Name                                   | SCH | TAMUCT    | 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 <sup>5</sup>  | Financial Management I                        | 3   | MKTG 3320 | Marketing Research                                  | 3          |
| MKTG 4302  | Services Marketing                            | 3   | MKTG 4316 | Marketing Management                                | 3          |
| <b>Subtotal</b>  |   |     |           |   | <b>36</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 the transferring institution. For help with pathway planning, student should speak with an [academic advisor](#). *This pathway is intended for planning and visualization purposes only.*

1. Refer to the General Education Core Requirements [page](#) for more information on the CORE Requirement coursework.
2. Specific courses are not required but preferred for the degree.
3. 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.
4. Students can also fulfill this degree requirement by enrolling in BUSI 3311.
5. Other field of study course may be used to satisfy requirement.

