

Bachelor of Business Administration Marketing 2023-2024 Transfer Guide

Core Requirements (Transfer Credits)			
Transferring Institution	Texas A&M University - Central Texas	Course Name	SCH
CORE 010 ¹	CORE 010	Communications Core Selection	3
CORE 010 ¹	CORE 010	Communications Core Selection	3
MATH 1324	CORE 020	Mathematics for Business & Social Sciences	3
CORE 030 ¹	CORE 030	Life and Physical Sciences Core Selection	3
CORE 030 ¹	CORE 030	Life and Physical Sciences Core Selection	3
CORE 040 ¹	CORE 040	Language, Philosophy, and Culture Core Selection	3
CORE 050 ¹	CORE 050	Creative Arts Core Selection	3
CORE 060 ¹	CORE 060	American History Core Selection	3
CORE 060 ¹	CORE 060	American History Core Selection	3
CORE 070 ¹	CORE 070	Government/Political Science Core Selection	3
CORE 070 ¹	CORE 070	Government/Political Science Core Selection	3
PSYC 2301 or SOCI 1301 ⁴	CORE 080	General Psychology or Introduction to Sociology	3
ACCT 2301	CORE 090	Principles of Financial Accounting	3
ECON 2301	CORE 090	Principles of Macroeconomics	3
Subtotal			42

Additional Lower-Level Degree Requirements (Transfer Credits)			
Transferring Institution	Texas A&M University - Central Texas	Course Name	SCH
ACCT 2302	Degree Requirement	Principles of Managerial Accounting	3
BCIS 1305 ³	Degree Requirement	Business Computer Applications	3
BUSI 2305 or MATH 1342 ⁵	Degree Requirement	Business Statistics or Elementary Statistical Methods	3
BUSI 2301 ⁶	Degree Requirement	Business Law	3
ECON 2302	Degree Requirement	Principles of Macroeconomics	3
Any Level Elective ²	Degree Requirement	Any Level Elective	9
Subtotal			24

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 Upper-Level Elective ⁷	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 Elective or Upper-Level COBA Elective ⁷	Any Level Elective or Upper-Level COBA Elective	3
MKTG 3316	Consumer Behavior	3	Upper-Level COBA Elective ⁷	Upper-Level COBA Elective	3
Subtotal					54
Total					120

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. Any-level electives may be taken at either at Texas A&M University-Central Texas or another institution. Please consult an academic advisor prior to selecting any-level electives.
3. Students can also fulfill this degree requirement by enrolling in CIS 3300.
4. PSCY 2301 or SOCI 1301 are recommended but not required for the degree.
5. Students can also fulfill this degree requirement by enrolling in BUSI 3311.
6. Students can also fulfill this degree requirement by enrolling in BUSI 3332.
7. Please see your advisor for information on recommended micro-credential course offerings.

