



AAS – Marketing to BAAS – Business – Without Concentration 2024-2025 Transfer Pathway



AAS Degree Requirements							
Austin Community College							
ACC	TAMUCT	Course Name	SCH	ACC	TAMUCT	Course Name	SCH
EDUC 1300	EDUC 1300	Learning Framework	3	MATH 1324	CORE 020	Mathematics for Business & Social Sciences	3
MRKG 1311 ²	VO--	Principles of Marketing	3	ACCT 2301	CORE 090	Principles of Accounting I - Financial	3
MRKG 1302 ²	VO--	Principles of Retailing	3	BUSG 1304 ²	VO--	Financial Literacy	3
COMM 2327	COMM 2327	Principles of Advertising	3	ECON 2302	CORE 080	Principles of Microeconomics	3
MRKG 1313 ²	VO--	Public Relations	3	MRKG 2371 ²	VO--	Consumer Behavior	3
MRKG 2348 ²	VO--	Marketing Research and Strategies	3	ACCT 2302	ACCT 2302	Principles of Accounting II - Managerial	3
MRKG 2333 ²	VO--	Principles of Selling	3	Elective ²	VO--	Marketing Elective	3
ECON 2301	CORE 090	Principles of Macroeconomics	3	BUSG 1303 ²	VO--	Principles of Finance	3
COSC 1301	COSC 1301	Introduction to Computing	3	MRKG 2388 or MRKG 2381 ²	VO--	Internship - Marketing/Marketing Management or Cooperative Education - Marketing/Marketing Management	3
ENGL 1301	CORE 010	English Composition I	3	CORE 040	CORE 040	Language, Philosophy, and Culture Core	3
						Subtotal	60

Additional Lower-Level Degree Requirements			
Austin Community College or Texas A&M University - Central Texas			
Austin Community College	Texas A&M University - Central Texas	Course Name	SCH
SPCH 1311 ¹	CORE 010	Introduction to Speech Communication	3
CORE 030 ¹	CORE 030	Life and Physical Sciences Core	3
CORE 030 ¹	CORE 030	Life and Physical Sciences Core	3
CORE 050 ¹	CORE 050	Creative Arts Core	3
CORE 060 ¹	CORE 060	American History Core	3
CORE 060 ¹	CORE 060	American History Core	3
CORE 070 ¹	CORE 070	Government/Political Science	3
CORE 070 ¹	CORE 070	Government/Political Science	3
MATH 1342 or BUSI 2305 ^{1,6}	MATH 1342 or BUSI 2305	Elementary Statistical Methods or Business Statistics	3
			Subtotal
			27

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	BUSI 4301	Business Ethics and Corporate Social Responsibility	3
MGMT 3350	Management and Organizational Behavior	3	BUSI 4359	Business Strategy	3
FIN 3301 ⁴	Financial Management I	3	Elective ⁵	Upper-Level COBA Elective	18
MKTG 3301 MKTG 3316 or MKTG 3318 ³	Marketing Consumer Behavior or Promotional Strategy	3			
					Subtotal
					36
					Total
					123

Notes/Comments

TAMUCT offers upper-level courses (3xxx-5xxx labeled courses), all lower-level courses (1xxx-2xxx labeled courses) will need to be completed at ACC. A minimum of 120 semester credit hours is required for all baccalaureate degrees. Pathways may exceed 120 semester credit hours as some courses necessary for the associate degree are transferable but not applicable to the baccalaureate degree. For help with pathway planning, please speak with an [academic advisor](#) or [enrollment specialist](#). This pathway is intended for planning and visualization purposes and is subject to change.

- The AAS 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](#).
- This section has the following considerations:
 - May apply conferred Applied Arts and Sciences (A.A.S.) or Certificate of Completion (C.C.)
 - May consist of technical, vocational, or military credit (or a combination)
 - 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)
 - With the qualifying 12 semester credit hours, a student may include specified academic electives up to the maximum 36 semester credit hours.
 - A maximum of 36 semester credit hours will be allowed.
 - See the College of Business Administration's academic advisors for more information.
- If a student passed MRKG 1311 as a part of their A.A.S. and received at least a B, one of the alternate MKTG courses listed should be taken. Otherwise, students should complete MKTG 3301. Please speak with your advisor.
- Other field of study courses may be used to satisfy requirements.
- Please see your advisor for information on recommended micro-credential course offerings.
- Students may fulfill this degree requirement by enrolling in BUSI 3311 at TAMUCT.