



AA – Marketing to  
BBA – Marketing  
2024-2025 Transfer Pathway



Alamo College District  
AA Degree Requirements

Alamo	Course Name	SCH	TAMUCT	Alamo	Course Name	SCH	TAMUCT
EDUC 1300	Learning Framework	3	EDUC 1300	GOVT 2305	Federal Government	3	CORE 070
ENGL 1301	Composition I	3	CORE 010	ACCT 2301	Principles of Financial Accounting	3	CORE 090
MATH 1324	Mathematics for Business & Social Sciences	3	CORE 020	CORE 030	Life and Physical Sciences Core	3	CORE 030
ECON 2301	Principles of Macroeconomics	3	CORE 090	CORE 060	American History Core	3	CORE 060
ENGL 1302 or ENGL 2311	Composition II or Technical Writing	3	CORE 010	CORE 040	Language, Philosophy & Culture Core	3	CORE 040
BCIS 1305	Business Computer Applications	3	BCIS 1305	GOVT 2306	Texas Government	3	CORE 070
ECON 2302	Principles of Microeconomics	3	CORE 090	ACCT 2302	Principles of Managerial Accounting	3	ACCT 2302
BUSI 1301	Business Principles	3	BUSI 1301	CORE 030	Life and Physical Sciences Core	3	CORE 030
CORE 050	Creative Arts Core	3	CORE 050	CORE 010	Communications Core	3	CORE 090
CORE 040	Language, Philosophy & Culture Core	3	CORE 040	BUSI 2301	Business Law I	3	BUSI 2301
CORE 060	American History Core	3	CORE 060	BUSI 2305	Business Statistics	3	BUSI 2305

Subtotal 66

Alamo College District or Texas A&M University – Central Texas  
Additional Lower-Level or Upper-Level Degree Requirements

Alamo	TAMUCT	Course Name	SCH
PSYC 2301 or SOCI 1301 <sup>1</sup>	CORE 080	General Psychology or Introduction to Sociology	3

Subtotal 3

Texas A&M University - Central Texas  
BBA Degree Requirements

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 UL COBA Elective	Personnel and Human Resource Management or Upper-Level COBA Elective	3	MKTG 3320	Marketing Research	3
MKTG 3318	Promotional Strategy	3	MKTG 4316	Marketing Strategy	3
BUSI 3344	Introduction to the Global Business Environment	3	UL COBA Elective <sup>2</sup>	Upper-Level COBA Elective	3
MKTG 3316	Consumer Behavior	3			

Subtotal 51

Total 120

Notes/Comments

TAMUCT offers upper-level courses (those labeled 3XXX-5XXX), while all lower-level courses (those labeled 1XXX-2XXX) should be completed at Alamo. A minimum of 120 semester credit hours is required for all baccalaureate degrees. Pathways may exceed 120 semester credit hours, as certain courses required 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 AA does not fulfill all the lower-level courses required for the undergraduate degree. Students will need to complete the remaining lower-level courses at Alamo. Please discuss the consortium agreement procedure with a TAMUCT [financial aid advisor](#).
- Please see your advisor for information on recommended micro-credential course offerings.