



**AAS – Marketing to
BAAS – Business
Management Concentration
2024-2025 Transfer Pathway**



AAS Degree Requirements							
McLennan Community College							
MCC	TAMUCT	Course Name	SCH	MCC	TAMUCT	Course Name	SCH
MRKG 1311 ²	VO--	Principles of Marketing	3	COMM 1307 SPCH 1315 or SPCH 1318	COMM 1307 SPCH 1315 or SPCH 1318	Introduction to Mass Communication Public Speaking or Interpersonal Communication	3
MRKG 1302 ²	VO--	Principles of Retailing	3	SPCH 1321	CORE 010	Business & Professional Communication	3
BMG 1327 ²	VO--	Principles of Management	3	ENGL 1301	CORE 010	Composition I	3
BUSI 1301	BUSI 1301	Business Principles	3	MATH 1342	MATH 1342	Elementary Statistical Methods	3
ACNT 1303 or BMGT 2310 ²	VO--	Introduction to Accounting I or Financial Management	3	MRKG 2389 ²	VO--	Internship-Marketing Management	3
ARTC 1302 or ARTC 1313 ²	VO--	Digital Imaging I or Digital Publishing I	3	ECON 2301	CORE 090	Principles of Macroeconomics	3
MRKG 2349 ²	VO--	Advertising & Sales Promotion	3	ENGL 2311 or ENGL 1302	ENGL 2311 or ENGL 1302	Technical & Business Writing or Composition II	3
MRKG 2333 ²	VO--	Principles of Selling	3	HAMG 2330 ²	VO--	Convention and Group Management and Services	3
BCIS 1305	BCIS 1305	Business Computer Applications	3	BUSI 2301	BUSI 2301	Business Law	3
MRKG 2388 ²	VO--	Internship-Marketing Management	3	IMED 2309 or ARTV 1351 ²	VO--	Internet Commerce or Digital Video	3
Subtotal							60

Additional Lower-Level Degree Requirements			
McLennan Community College or Texas A&M University – Central Texas			
MCC	TAMUCT	Course Name	SCH
MATH 1324 ¹	CORE 020	Mathematics for Business & Social Sciences	3
CORE 030 ¹	CORE 030	Life and Physical Sciences Core	3
CORE 030 ¹	CORE 030	Life and Physical Sciences Core	3
CORE 040 ¹	CORE 040	Literature, Philosophy, and Culture 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 Core	3
CORE 070 ¹	CORE 070	Government/Political Science Core	3
ECON 2302 ¹	CORE 080	Principles of Microeconomics	3
ACCT 2301 ¹	CORE 090	Principles of Financial Accounting	3
ACCT 2302 ¹	ACCT 2302	Principles of Managerial Accounting	3
Subtotal			36

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
MKTG 3301 MKTG 3316 or MKTG 3318 ³	Marketing Consumer Behavior or Promotional Strategy	3	CIS 4350	Management Information Systems	3
FIN 3301 ⁴	Financial Management I	3	Upper-Level MGMT Elective or Micro-credential Course ⁵	Upper-Level MGMT Elective or Micro-credential Course	9
BUSI 3344	Introduction to the Global Business Environment	3			
				Subtotal	33
				Total	129

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 MCC. 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, students should speak with an [academic advisor](#) or [enrollment specialist](#). This pathway is intended for planning and visualization purposes only.

- The AAS does not meet all the course requirements for the bachelor's degree. Students will need to complete the remaining lower-level courses at MCC. It is recommended to seek guidance from a [financial aid advisor](#) regarding the consortium agreement process.
- 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 an advisor.
- Other field of study course may be used to satisfy requirement.
- See Advisor to discuss the possible micro-credential options.