



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



AAS Degree Requirements							
Temple College							
TC	TAMUCT	Course Name	SCH	TC	TAMUCT	Course Name	SCH
MRKG 1311 ¹	VO--	Principles of Marketing	3	ACCT 2301	CORE 090	Principles of Financial Accounting	3
BUSI 1301	BUSI 1301	Business Principles	3	BCIS 1305	BCIS 1305	Business Computer Applications	3
ACNT 1303 ¹	VO--	Introduction to Accounting I	3	ACCT 2302	ACCT 2302	Principles of Managerial Accounting	3
BMGT 1341 ¹	VO--	Business Ethics	3	BUSI 2301	BUSI 2301	Business Law	3
MRKG 1302 ¹	VO--	Principles of Retailing	3	ECON 2301	CORE 090	Principles of Macroeconomics	3
Elective ¹	VO--	Marketing Elective	3	ENGL 1301	CORE 010	Composition I	3
BUSG 2309 ¹	VO--	Small Business Management/Entrepreneurship	3	MATH 1324	CORE 020	Mathematics for Business & Social Sciences	3
Elective ¹	VO--	Human Resources Elective	3	BMGT 2309 ¹	VO--	Leadership	3
Elective ¹	VO--	Business Elective	3	CORE 040	CORE 040	Language, Philosophy, Culture Core	3
Elective ¹	VO--	Soft Skills Elective	3	SPCH 1311	CORE 010	Introduction to Speech Communication	3
Subtotal							60

Additional Lower-Level Degree Requirements			
Temple College or Texas A&M – Central Texas			
Temple College	Texas A&M University - Central Texas	Course Name	SCH
CORE 030 ²	CORE 030	Life and Physical Sciences Core	3
CORE 030 ²	CORE 030	Life and Physical Sciences Core	3
CORE 050 ²	CORE 050	Creative Arts Core	3
CORE 060 ²	CORE 060	American History Core	3
CORE 060 ²	CORE 060	American History Core	3
CORE 070 ²	CORE 070	Government/Political Science Core	3
CORE 070 ²	CORE 070	Government/Political Science Core	3
ECON 2302 ²	CORE 080	Principles of Microeconomics	3
MATH 1342 or BUSI 2305 ^{2,3}	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	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 ⁴	Financial Management I	3	MKTG 3320	Marketing Research	3
MKTG 4302	Services Marketing	3	MKTG 4316	Marketing 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 TC. 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 and is subject to change.*

- 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.
- 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 Temple College. It is recommended to seek guidance from a [financial aid advisor](#) regarding the consortium agreement process.
- Students may also fulfill this degree requirement by enrolling in BUSI 3311 at TAMUCT.
- Other field of study course may be used to satisfy requirement.