

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

AA Degree Requirements							
Temple College							
TC	TAMUCT	Course Name	SCH	TC	TAMUCT	Course Name	SCH
ENGL 1301	CORE 010	Composition I	3	ECON 2301	CORE 090	Principles of Macroeconomics	3
MATH 1324	CORE 020	Mathematics for Business & Social Sciences	3	CORE 030	CORE 030	Life/Physical Science Core	3
ENGL 1302	CORE 010	Composition II	3	ECON 2302	CORE 090	Principles of Microeconomics	3
Elective	Elective	Business Elective	3	CORE 030	CORE 030	Life/Physical Science Core	3
BCIS 1305	BCIS 1305	Business Computer Applications	3	GOVT 2305	CORE 070	Federal Government	3
BUSI 1301	BUSI 1301	Business Principles	3	ACCT 2301	CORE 090	Principles of Financial Accounting	3
SPCH 1311	SPCH 1311	Introduction to Speech Communication	3	GOVT 2306	CORE 070	Texas Government	3
SPCH 1315 or SPCH 1321	SPCH 1315 or SPCH 1321	Public Speaking or Business and Professional Communication					
BUSI 2305	BUSI 2305	Business Statistics	3	ACCT 2302	ACCT 2302	Principles of Managerial Accounting	3
HIST 1301	CORE 060	United States History I	3	HIST 1302	CORE 060	United States History II	3
CORE 050	CORE 050	Creative Arts Core	3	CORE 040	CORE 040	Language, Philosophy, or Culture Core	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
PSYC 2301 or SOCI 1301 ^{1,2}	PSYC 2301 or SOCI 1301	General Psychology or Introduction to Sociology	3
BUSI 2301 ^{1,3}	BUSI 2301	Business Law	3
Any Level Elective or Upper-Level COBA Elective ^{1,4}	Any Level Elective or Upper-Level COBA Elective	Any Level Elective or Upper-Level COBA Elective	3
Subtotal			9

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 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 COBA Elective ⁴	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	Upper-Level COBA Elective ⁴	Upper-Level COBA Elective	3
MKTG 3316	Consumer Behavior	3			
Subtotal					51
Total					120

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.*

- The AA 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.
- CORE REQ (080) recommended courses are PSCY 2301 or SOCI 1301. These are not degree required courses.
- Students may also fulfill this degree requirement by enrolling in BUSI 3332 at TAMUCT.
- Please see your advisor for information on recommended micro-credential course offerings.