

Bachelor of Applied Arts and Sciences Business – Marketing Concentration 2024-2025 Transfer Guide

Core Requirements (Transfer Credits)			
Transferring Institution	Texas A&M University - Central Texas	Course Name	SCH
ENGL 1301	CORE 010	Composition I	3
SPCH 1311 ^{1,3}	CORE 010	Introduction to Speech Communication	3
MATH 1324 ^{1,3}	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	Language, 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	CORE 080	Principles of Microeconomics	3
ECON 2301	CORE 090	Principles of Macroeconomics	3
ACCT 2301	CORE 090	Principles of Financial Accounting	3
Subtotal			42

Additional Lower-Level Degree Requirements (Transfer Credits)			
Transferring Institution	Texas A&M University - Central Texas	Course Name	SCH
ACCT 2302	ACCT 2302	Principles of Managerial Accounting	3
MATH 1342 or BUSI 2305 ⁵	MATH 1342 or BUSI 2305	Elementary Statistical Methods or Business Statistics	3
Occupational/Technical Specialization ²	Occupational/Technical Specialization	Occupational/Technical Specialization	36
Subtotal			42

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	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					120

Notes/Comments

Texas A&M University - Central Texas only offers upper-level courses (3xxx-5xxx labeled courses), all lower-level courses (1xxx-2xxx labeled courses) will need to be completed at the transferring institution. For help with pathway planning, student should speak with an [academic advisor](#). *This pathway is intended for planning and visualization purposes only.*

1. Refer to the General Education Core Requirements [page](#) for more information on the CORE Requirement coursework.
2. This section has the following considerations:
 - a. May apply conferred Applied Arts and Sciences (A.A.S.) or Certificate of Completion (C.C.)
 - b. May consist of technical, vocational, or military credit (or a combination)
 - c. 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)
 - d. With the qualifying 12 semester credit hours, a student may include specified academic electives up to the maximum 36 semester credit hours.
 - e. A maximum of 36 semester credit hours will be allowed.
 - f. See the College of Business Administration's academic advisors for more information.
3. Specific courses are not required but preferred for the degree.
4. Other field of study courses may be used to satisfy requirements.
5. Students can also fulfill this degree requirement by enrolling in BUSI 3311 at Texas A&M University - Central Texas.

