



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



Dallas College (DC)							
AAS Degree Requirements							
DC	Course Name	SCH	TAMUCT	DC	Course Name	SCH	TAMUCT
MRKG 1311 ³	Principles of Marketing	3	MRKG 1311	BMGT 1305 ³	Communications in Management	3	BMGT 1305
MRKG 1302 ³	Principles of Retailing	3	MRKG 1302	BMGT 2303 ³	Problem Solving & Decision Making	3	BMGT 2303
MRKG 1301 ³	Customer Relationship Management	3	MRKG 1301	MRKG 2372 ³	Advanced Customer Relationship Management	3	MRKG 2372
Elective ^{2,3}	Marketing Elective	3	Elective	MRKG 1381 ³	Cooperative Education-Marketing/Marketing Management	3	MRKG 1381
MRKG 2349 or FSHN 2307 ³	Advertising and Sales Promotion or Fashion Advertising	3	MRKG 2349 or FSHN 2307	ENGL 1301	Composition I	3	CORE 010
MRKG 2333 ³	Principles of Selling	3	MRKG 2333	SPCH 1311	Introduction to Speech Communication	3	CORE 010
MRKG 2312 ³	e-Commerce Marketing	3	MRKG 2312	CORE 050	Creative Arts Core	3	CORE 050
MRKG 2371 ³	Strategies in Social Media Marketing	3	MRKG 2371	MATH 1324	Mathematics for Business & Social Sciences	3	CORE 020
MRKG 2348 ³	Marketing Research and Strategies	3	MRKG 2348	ECON 2302	Principles of Microeconomics	3	CORE 080
MRKG 2370 ³	Digital Marketing	3	MRKG 2370	MRKG 2381 ³	Cooperative Education-Marketing/Marketing Management	3	MRKG 2381
							Subtotal 60

Dallas College (DC) or Texas A&M University – Central Texas (TAMUCT)			
Additional Lower-Level or Upper-Level Degree Requirements			
DC	TAMUCT	Course Name	SCH
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 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
ACCT 2301 ¹	CORE 090	Principles of Financial Accounting	3
ECON 2301 ¹	CORE 090	Principles of Macroeconomics	3
ACCT 2302 ¹	ACCT 2302	Principles of Managerial Accounting	3
MATH 1342 or BUSI 2305 ¹	MATH 1342 or BUSI 2305	Elementary Statistical Methods or Business Statistics	3
			Subtotal 33

Texas A&M University - Central Texas (TAMUCT)					
BAAS Degree Requirements					
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 129

Notes/Comments	
TAMUCT only offers upper-level courses (those labeled 3XXX-5XXX), while all lower-level courses (those labeled 1XXX-2XXX) should be completed at Dallas College. 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 AAS does not fulfill all the lower-level courses required for the undergraduate degree. Students will need to complete the remaining lower-level courses at DC. Please discuss the consortium agreement procedure with a TAMUCT financial aid advisor. - Students must select from the following courses: FSHN 1312, FSHN 2301, MRKG 1313, MRKG 1371, IBUS 1349, IBUS 1354, RELE 1321. - 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. - Other field of study course may be used to satisfy requirement.	