



**AAS – Marketing to
BAAS – Business
2025-2026 Transfer Pathway**



Austin Community College (ACC)

AAS Degree Requirements

ACC	Course Name	SCH	TAMUCT	ACC	Course Name	SCH	TAMUCT
EDUC 1300	Learning Framework	3	EDUC 1300	MATH 1324	Mathematics for Business & Social Sciences	3	CORE 020
MRKG 1311 ¹	Principles of Marketing	3	MRKG 1311	ACCT 2301	Principles of Accounting I - Financial	3	CORE 090
MRKG 1302 ¹	Principles of Retailing	3	MRKG 1302	BUSG 1304 ¹	Financial Literacy	3	BUSG 1304
COMM 2327	Principles of Advertising	3	COMM 2327	ECON 2302	Principles of Microeconomics	3	CORE 080
MRKG 1313 ¹	Public Relations	3	MRKG 1313	MRKG 2371 ¹	Consumer Behavior	3	MRKG 2371
MRKG 2348 ¹	Marketing Research and Strategies	3	MRKG 2348	ACCT 2302	Principles of Accounting II - Managerial	3	ACCT 2302
MRKG 2333 ¹	Principles of Selling	3	MRKG 2333	Elective ¹	Marketing Elective	3	Elective
ECON 2301	Principles of Macroeconomics	3	CORE 090	BUSG 1303 ¹	Principles of Finance	3	BUSG 1303
COSC 1301	Introduction to Computing	3	COSC 1301	MRKG 2388 or MRKG 2381 ¹	Internship–Marketing/Marketing Management or Cooperative Education–Marketing/Marketing Management	3	MRKG 2388 or MRKG 2381
ENGL 1301	English Composition I	3	CORE 010	CORE 040	Language, Philosophy, and Culture Core	3	CORE 040
Subtotal							60

Austin Community College (ACC) or Texas A&M University–Central Texas (TAMUCT)

Additional Lower-Level Degree Requirements

Austin Community College	Texas A&M University–Central Texas	Course Name	SCH
SPCH 1311 ²	CORE 010	Introduction to Speech Communication	3
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
BUSI 2305 ²	BUSI 2305	Business Statistics	3
Subtotal			27

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	ACCT 3301	Accounting and Finance Data Analytics I	3
MGMT 3350	Management and Organizational Behavior	3	BUSI 4301	Business Ethics and Corporate Social Responsibility	3
MKTG 3301 MKTG 3316 or MKTG 3318 ³	Marketing Consumer Behavior or Promotional Strategy	3	BUSI 4359	Business Strategy	3
FIN 3301 ⁴	Financial Management I	3	CIS 4350	Management Information Systems	3
BUSI 3344	Introduction to the Global Business Environment	3	UL COBA Elective or Micro-Credential Course ⁵	Upper-Level COBA Elective or Micro-Credential Course	9
Subtotal					36
Total					123

Notes/Comments

TAMUCT offers upper-level courses (those labeled 3XXX-5XXX), while all lower-level courses (those labeled 1XXX-2XXX) should be completed at ACC. 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.*

1. 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.
2. 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 ACC. Please discuss the consortium agreement procedure with a TAMUCT [financial aid advisor](#).
3. 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.
4. Other field of study course may be used to satisfy requirement.
5. See Advisor to discuss the possible micro-credential options.