



**AS – Business Administration to
BBA – Marketing
2025-2026 Transfer Pathway**



Austin Community College (ACC)							
AS Degree Requirements							
ACC	Course Name	SCH	TAMUCT	ACC	Course Name	SCH	TAMUCT
EDUC 1300 or HUMA 1301	Learning Framework or Prehistory to Renaissance	3	EDUC 1300 or HUMA 1301	BUSI 2305	Business Statistics	3	BUSI 2305
BUSI 1301	Business Principles	3	BUSI 1301	GOVT 2305	United States Government	3	CORE 070
ENGL 1301	English Composition I	3	CORE 010	ACCT 2301	Principles of Accounting I - Financial	3	ACCT 2301
HIST 1301	United States History I	3	CORE 060	ECON 2301	Principles of Macroeconomics	3	CORE 090
MATH 1324	Mathematics for Business and Economics	3	CORE 020	CORE 030	Life and Physical Sciences Core	3	CORE 030
BCIS 1305	Business Computer Applications	3	BCIS 1305	GOVT 2306	Texas State and Local Government	3	CORE 070
CORE 030	Life and Physical Sciences Core	3	CORE 030	ACCT 2302	Principles of Accounting II - Managerial	3	ACCT 2302
MATH 1325 or CORE 090	Business Calculus or Component Area Option Core	3	MATH 1325 or CORE 090	CORE 050	Creative Arts Core	3	CORE 050
ENGL 1302	English Composition II	3	CORE 010	ECON 2302	Principles of Microeconomics	3	CORE 090
HIST 1302	United States History II	3	CORE 060	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
Any Level Elective or Upper-Level COBA Elective ^{1,2}	Any Level Elective or Upper-Level COBA Elective	Any Level Elective or Upper-Level COBA Elective	3
BUSI 2301 ^{1,3}	BUSI 2301	Business Law	3
PSYC 2301 or SOCI 1301 ¹	CORE 080	General Psychology or Introduction to Sociology	3
Subtotal			9

Texas A&M University–Central Texas (TAMUCT)					
BBA Degree Requirements					
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	Personnel and Human Resource Management	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	UL COBA Elective ⁴	Upper-Level COBA Elective	3
MKTG 3316	Consumer Behavior	3			
Subtotal					51
Total					120

Notes/Comments	
<p>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. <i>This pathway is intended for planning and visualization purposes and is subject to change.</i></p>	
<ol style="list-style-type: none"> The AS 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. Any-level electives may be taken at Austin Community College or at Texas A&M University-Central Texas. Please consult with an academic advisor prior to selecting any-level electives. Students may fulfill this degree requirement by successfully completing BUSI 3332 at TAMUCT. MKTG courses or other courses that support the marketing function are recommended (e.g., CIS 3306, CIS 3315, or CIS 4302). Please speak to an advisor for more information. 	