

Bachelor of Business Administration – Marketing

2026-2027 Transfer Guide

Texas A&M University–Central Texas

The courses outlined in this section provide a year-by-year guide for full-time students, fulfilling the requirements for the **Bachelor of Business Administration in Marketing** at Texas A&M University–Central Texas. All guides can be adjusted to accommodate the needs of part-time students. For the official degree requirements, please refer to the Texas A&M University–Central Texas [catalog](#).

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

YEAR 1	TOTAL HOURS:30
CORE 010 ¹ – Communications	3 SCH
MATH 1324 – Mathematics for Business & Social Sciences (CORE 020)	3 SCH
CORE 030 ¹ – Life and Physical Science	3 SCH
CORE 050 ¹ – Creative Arts	3 SCH
CHOOSE ONE: ACCT 2301 – Principles of Financial Accounting <i>or</i> ACCT 3300 – Financial Accounting Concepts	3 SCH
CORE 040 ¹ – Language, Philosophy and Culture	3 SCH
CORE 030 ¹ – Life and Physical Science	3 SCH
ECON 2301 – Principles of Macroeconomics (CORE 090)	3 SCH
CHOOSE ONE: ACCT 2302 – Principles of Managerial Accounting <i>or</i> ACCT 3311 – Management Accounting Concepts	3 SCH
CHOOSE ONE: BCIS 1305 – Business Computer Applications <i>or</i> CIS 3300 – Computer Technology and Impact	3 SCH
YEAR 2	TOTAL HOURS:30
CORE 010 ¹ – Communications	3 SCH
CORE 060 ¹ – American History	3 SCH
CORE 070 ¹ – Government/Political Science	3 SCH
ECON 2302 – Principles of Microeconomics (CORE 090)	3 SCH
ELECTIVE ² – Any Level Elective	3 SCH
CORE 060 ¹ – American History	3 SCH
CORE 070 ¹ – Government/Political Science	3 SCH
CHOOSE ONE ³ : PSYC 2301 – General Psychology (CORE 080) <i>or</i> SOCI 1301 – Introduction to Sociology	3 SCH
ELECTIVE ² – Any Level Elective	3 SCH
ELECTIVE ² – Any Level Elective	3 SCH
YEAR 3	TOTAL HOURS:30
BUSI 3301 – Professionalism and Communication in Business	3 SCH
ACCT 3301 – Accounting and Finance Data Analytics I	3 SCH
MKTG 3301 – Marketing	3 SCH
CHOOSE ONE: BUSI 3311 – Business Statistics <i>or</i> BUSI 2305 – Business Statistics	3 SCH
CHOOSE ONE: BUSI 3332 – Legal Environment of Business <i>or</i> BUSI 2301 – Business Law	3 SCH
BUSI 4301 – Business Ethics and Corporate Social Responsibility	3 SCH
FIN 3301 – Financial Management I	3 SCH
MGMT 3302 – Personnel and Human Resource Management	3 SCH
MKTG 3318 – Promotional Strategy	3 SCH
CHOOSE ONE: Any Level Elective <i>or</i> Upper-Level COBA Elective	3 SCH
YEAR 4	TOTAL HOURS:30

MKTG 3316 – Consumer Behavior	3 SCH
MKTG 4302 – Services Marketing	3 SCH
MGMT 4321 – Production and Operations Management	3 SCH
MKTG 4305 – Digital and Internet Marketing	3 SCH
MGMT 3350 – Management and Organizational Behavior	3 SCH
BUSI 4359 – Business Strategy	3 SCH
CIS 4350 – Management Information Systems	3 SCH
MKTG 3320 – Marketing Research	3 SCH
MKTG 4316 – Marketing Strategy	3 SCH
ELECTIVE⁴ – Upper-Level COBA Elective	3 SCH

TOTAL CREDITS: 120 HOURS

NOTES

Texas A&M–Central Texas only offers upper-level courses (those labeled 3XXX-5XXX), all lower-level courses (those labeled 1XXX-2XXX) should be completed at the transferring institution. A minimum of 120 semester credit hours is required for all baccalaureate degrees. For help with transfer planning, please speak with an [academic advisor](#) or [enrollment specialist](#). ***This transfer guide is intended for planning and visualization purposes and is subject to change.***

1. Refer to the General Education Core Requirements [page](#) for more information on the CORE Requirement coursework.
2. Any level electives may be taken at either at Texas A&M University-Central Texas or another institution. Please consult an academic advisor prior to selecting any-level electives.
3. CORE REQ (080) recommended courses are PSCY 2301 or SOCI 1301. These are not degree required courses.
4. 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.