

Bachelor of Business Administration

Marketing

2024-2025 Transfer Guide

Core Requirements (Transfer Credits)			
Transferring Institution	Texas A&M University - Central Texas	Course Name	SCH
CORE 010 ¹	CORE 010	Communications Core	3
CORE 010 ¹	CORE 010	Communications Core	3
MATH 1324	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
PSYC 2301 or SOCI 1301 ⁴	CORE 080	General Psychology or Introduction to Sociology	3
ACCT 2301	CORE 090	Principles of Financial Accounting	3
ECON 2301	CORE 090	Principles of Macroeconomics	3
Subtotal			42

Additional Lower-Level Degree Requirements (Transfer Credits)			
Transferring Institution	Texas A&M University - Central Texas	Course Name	SCH
BCIS 1305 ⁵	BCIS 1305	Business Computer Applications	3
ACCT 2302	ACCT 2302	Principles of Managerial Accounting	3
ECON 2302	ECON 2302	Principles of Microeconomics	3
BUSI 2305 or MATH 1342 ⁶	BUSI 2305 or MATH 1342	Business Statistics or Elementary Statistical Methods	3
BUSI 2301 ⁷	BUSI 2301	Business Law	3
Any Level Elective ^{2,3}	Any Level Elective	Any Level Elective	9
Subtotal			24

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 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 or Upper-Level COBA Elective ⁸	Personnel and Human Resource Management or Upper-Level COBA Elective	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	Any Level Elective or Upper-Level COBA Elective ⁸	Any Level Elective or Upper-Level COBA Elective	3
MKTG 3316	Consumer Behavior	3	Upper-Level COBA Elective ⁸	Upper-Level COBA Elective	3
Subtotal				54	
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.

- Refer to the General Education Core Requirements [page](#) for more information on the CORE Requirement coursework.
- 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.
- Lower-Level Electives, Any Level Electives, Component Area Options, or Degree Requirements (DEG REQ) may consist of the FOS courses: MATH 1324, ECON 2301, ECON 2302, BCIS 1305, ACCT 2301, ACCT 2302, BUSI 1301, BUSI 2305.
- CORE REQ (080) recommended courses are PSYC 2301 or SOCI 1301. These are not degree required courses.
- Students can also fulfill this degree requirement by enrolling in CIS 3300 at Texas A&M University - Central Texas.
- Students can also fulfill this degree requirement by enrolling in BUSI 3311 at Texas A&M University - Central Texas.
- Students can also fulfill this degree requirement by enrolling in BUSI 3332 at Texas A&M University - Central Texas.
- Please see your advisor for information on recommended micro-credential course offerings.



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