

Bachelor of Business Administration

Marketing

2025-2026 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 ²	CORE 080	General Psychology or Introduction to Sociology	3
ECON 2301	CORE 090	Principles of Macroeconomics	3
ECON 2302	CORE 090	Principles of Microeconomics	3
Subtotal			42

Additional Lower-Level Degree Requirements (Transfer Credits)			
Transferring Institution	Texas A&M University–Central Texas	Course Name	SCH
ACCT 2301	ACCT 2301	Principles of Financial Accounting	3
ACCT 2302	ACCT 2302	Principles of Managerial Accounting	3
BCIS 1305 ³	BCIS 1305	Business Computer Applications	3
BUSI 2301 ⁴	BUSI 2301	Business Law	3
BUSI 2305 ⁵	BUSI 2305	Business Statistics	3
Any Level Elective or Upper-Level COBA Elective ^{6,7}	Any Level Elective or Upper-Level COBA Elective	Any Level Elective or Upper-Level COBA Elective	3
Any Level Elective ^{6,7}	Any Level Elective	Any Level Elective	9
Subtotal			27

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	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 ⁸	Upper-Level COBA Elective	3
MKTG 3316	Consumer Behavior	3			
Subtotal					51
Total					120

Notes/Comments	
<p>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. <i>This transfer guide is intended for planning and visualization purposes and is subject to change.</i></p> <ol style="list-style-type: none"> Refer to the General Education Core Requirements page for more information on the CORE Requirement coursework. 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. Students can also fulfill this degree requirement by enrolling in BUSI 3332. Students can also fulfill this degree requirement by enrolling in BUSI 3311. 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. 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. 	

