



AAS – Business Marketing to BAAS – Business Finance Concentration 2023-2024 Transfer Pathway



| AAS Degree Requirements | | | | | | | |
|-------------------------|--------|--------------------------------------|-----|------------------------|----------|---|-----------|
| Dallas College | | | | | | | |
| DC | TAMUCT | Course Name | SCH | DC | TAMUCT | Course Name | SCH |
| MRKG 1311 ¹ | VO-- | Principles of Marketing | 3 | BMGT 1305 ¹ | VO-- | Communications in Management | 3 |
| MRKG 1302 ¹ | VO-- | Principles of Retailing | 3 | BMGT 2303 ¹ | VO-- | Problem Solving & Decision Making | 3 |
| MRKG 1301 ¹ | VO-- | Customer Relationship Management | 3 | MRKG 2372 ¹ | VO-- | Advanced Customer Relationship Management | 3 |
| Elective ¹ | VO-- | Marketing Elective | 3 | MRKG 1381 ¹ | VO-- | Cooperative Education-Marketing/Marketing Management | 3 |
| MRKG 2349 ¹ | VO-- | Advertising and Sales Promotion | 3 | ENGL 1301 | CORE 010 | Composition I | 3 |
| MRKG 2333 ¹ | VO-- | Principles of Selling | 3 | SPCH 1311 or SPCH 1315 | CORE 010 | Introduction to Speech Communication or Public Speaking | 3 |
| MRKG 2312 ¹ | VO-- | E-Commerce Marketing | 3 | CORE 050 | CORE 050 | Creative Arts Core | 3 |
| MRKG 2371 ¹ | VO-- | Strategies in Social Media Marketing | 3 | MATH 1324 | CORE 020 | Mathematics for Business & Social Sciences | 3 |
| MRKG 2348 ¹ | VO-- | Marketing Research and Strategies | 3 | ECON 2302 | CORE 080 | Principles of Microeconomics | 3 |
| MRKG 2370 ¹ | VO-- | Digital Marketing | 3 | MRKG 2381 ¹ | VO-- | Cooperative Education-Marketing/Marketing Management | 3 |
| Subtotal | | | | | | | 60 |

| Additional Lower-Level or Upper-Level Degree Requirements | | | |
|---|--------------------------------------|---|-----------|
| Dallas College or Texas A&M University – Central Texas | | | |
| Dallas College | Texas A&M University - Central Texas | Course Name | SCH |
| CORE 030 ² | CORE 030 | Life and Physical Sciences Core | 3 |
| CORE 030 ² | CORE 030 | Life and Physical Sciences Core | 3 |
| CORE 040 ² | CORE 040 | Language, Philosophy, and Culture 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 |
| ACCT 2301 ² | CORE 090 | Principles of Financial Accounting | 3 |
| ECON 2301 ² | CORE 090 | Principles of Macroeconomics | 3 |
| ACCT 2302 ² | ACCT 2302 | Principles of Managerial Accounting | 3 |
| MATH 1342 or BUSI 2305 ^{2,3} | MATH 1342 or BUSI 2305 | Elementary Statistical Methods or Business Statistics | 3 |
| Subtotal | | | 33 |

| Upper-Level Degree Requirements | | | | | |
|--------------------------------------|---|-----|--------------------------------------|---|------------|
| Texas A&M University - Central Texas | | | | | |
| Texas A&M University - Central Texas | Course Name | SCH | Texas A&M University - Central Texas | Course Name | SCH |
| BUSI 3301 | Professionalism and Communication in Business | 3 | Advanced Finance Elective | Advanced Finance Elective | 3 |
| MGMT 3350 | Management and Organizational Behavior | 3 | BUSI 4301 | Business Ethics and Corporate Social Responsibility | 3 |
| FIN 3301 | Financial Management I | 3 | BUSI 4359 | Business Strategy | 3 |
| MKTG 3301 | Marketing | 3 | FIN 4303 | Case Studies in Finance | 3 |
| MKTG 3316 or MKTG 3318 ⁴ | Consumer Behavior or Promotional Strategy | | | | |
| FIN 4300 | Advanced Financial Management | 3 | FIN 4304 | Investments | 3 |
| FIN 4307 | Analysis of Fin Statements | 3 | FIN 4311 | FinTech | 3 |
| Subtotal | | | | | 36 |
| Total | | | | | 129 |

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 Dallas College.

For help with pathway planning, student should speak with an [academic advisor](#). *This pathway is intended for planning and visualization purposes only.*

1. This section has the following considerations:
 - a. May apply conferred Applied Arts and Sciences (A.A.S.) or Certificate of Completion (C.C.)
 - b. May consist of technical, vocational, or military credit (or a combination)
 - c. 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)
 - d. With the qualifying 12 semester credit hours, a student may include specified academic electives up to the maximum 36 semester credit hours.
 - e. A maximum of 36 semester credit hours will be allowed.
 - f. See the College of Business Administration's academic advisors for more information.
2. Not all Degree Requirement courses are completed with the AAS. Student will need to complete these remaining lower-level courses at Dallas College. Please discuss the consortium agreement procedure with a TAMUCT [financial aid advisor](#).
3. Students can also fulfill this degree requirement by enrolling in BUSI 3311.
4. If a student passed MRKG 1311 as a part of their A.A.S. and received at least a B, one of the alternate courses listed may be taken. Please speak with your advisor.