



AAS – Business Marketing to BAAS – Business Management 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	
BUSI 2301 ^{2,3}	BUSI 2301	Business Law	3	
ACCT 2302 ²	ACCT 2302	Principles of Managerial Accounting	3	
MATH 1342 or BUSI 2305 ^{2,4}	MATH 1342 or BUSI 2305	Elementary Statistical Methods or Business Statistics	3	
Subtotal				36

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	BUSI 4301	Business Ethics and Corporate Social Responsibility	3
MGMT 3350	Management and Organizational Behavior	3	BUSI 4359	Business Strategy	3
MKTG 3301 MKTG 3316 or MKTG 3318 ⁵	Marketing Consumer Behavior or Promotional Strategy	3	CIS 4350	Management Information Systems	3
FIN 3301 ⁶	Financial Management I	3	Upper-Level MGMT Elective or Micro-credential Course ⁷	Upper-Level MGMT Elective or Micro-credential Course	9
BUSI 3344	Introduction to the Global Business Environment	3			
Subtotal					33
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 3332.
4. Students can also fulfill this degree requirement by enrolling in BUSI 3311.
5. If a student passed MRKG 1311 as a part of their A.A.S. and received at least a B, one of the alternate MKTG courses listed should be taken. Otherwise, students should complete MKTG 3301. Please speak with an advisor.
6. Other field of study course may be used to satisfy requirement.
7. See Advisor to discuss the possible micro-credential options.

