



AAS-Marketing to BAAS-Business-Marketing 2021-2022 Transfer Pathway



First and Second Years

Please speak with your ACC advisor for recommended course sequence

| ACC | TAMUCT | Course Name | Hrs | ACC | TAMUCT | Course Name | Hrs |
|-------------------|---------------------------|---|-----|-------------------------------------|---------------------------|---|-----|
| MRKG 1311 | VOBU | Principles of Marketing | 3 | MRKG 1302 | VOBU | Principles of Retailing | 3 |
| MRKG 1313 | VOBU | Public Relations | 3 | MRKG 2348 | VOBU | Marketing Research and Strategies | 3 |
| MRKG 2333 | VOBU | Principles of Selling | 3 | BUSG 1304 | VOBU | Financial Literacy | 3 |
| MRKG 2371 | VOBU | Consumer Behavior | 3 | BUSG 1303 | VOBU | Principles of Finance | 3 |
| MRKG 2388 or 2381 | VOBU | Internship-Marketing/Marketing Management or Cooperative Education-Marketing/Marketing Management | 3 | Marketing Elective ³ | VOBU | Marketing Elective | 3 |
| COMM 2327 | VOBU | Principles of Advertising | 3 | COSC 1301 | VOBU | Introduction to Computing | 3 |
| ENGL 1301 | CORE 010 | Composition I | 3 | MATH 1324 | CORE 020 | Mathematics for Business and Social Sciences | 3 |
| CORE 040 | CORE 040 | CORE Language, Philosophy & Culture | 3 | ECON 2302 | CORE 080 | Principles of Microeconomics | 3 |
| ECON 2301 | CORE 090 | Principles of Macroeconomics | 3 | ACCT 2301 | Business Core Requirement | Principles of Financial Accounting | 3 |
| ACCT 2302 | Business Core Requirement | Principles of Managerial Accounting | 3 | EDUC 1300 or SPCH 1321 ² | CORE 090 | Learning Framework or Business & Professional Communication | 3 |
| | | | | Total | | | 60 |

Third Year- Junior

Fall Semester – Spring Semester

| ACC | TAMUCT | Course Name | Hrs | ACC | TAMUCT | Course Name | Hrs |
|-----------------------|-----------|------------------------------------|-----------|-----------------------|-----------|------------------------------|-----------|
| CORE 060 ¹ | CORE 060 | CORE American History | 3 | CORE 060 ¹ | CORE 060 | CORE American History | 3 |
| CORE 030 ¹ | CORE 030 | CORE Life & Physical Science | 3 | CORE 030 ¹ | CORE 030 | CORE Life & Physical Science | 3 |
| CORE 070 ¹ | CORE 070 | CORE Government/Political Science | 3 | | BUSI 3311 | Business Statistics | 3 |
| | BUSI 3301 | Business Communications & Research | 3 | | MKTG 3318 | Promotional Strategy | 3 |
| | MKTG 3301 | Marketing | 3 | | MKTG 3320 | Marketing Research | 3 |
| Total | | | 15 | Total | | | 15 |

Summer Semester

| ACC | TAMUCT | Course Name | Hrs | ACC | TAMUCT | Course Name | Hrs |
|------------------------|----------|---|-----|-------|-----------|-------------------|-----|
| SPCH 1321 ² | CORE 010 | Business and Professional Communication | 3 | | MKTG 3316 | Consumer Behavior | 3 |
| | | | | Total | | | 6 |

Fourth Year - Senior

Fall Semester – Spring Semester

| ACC | TAMUCT | Course Name | Hrs | ACC | TAMUCT | Course Name | Hrs |
|-----------------------|--------------------------------|--|-----------|-----------------------|-----------------------|---|-----------|
| CORE 050 ¹ | CORE 050 | CORE Creative Arts | 3 | CORE 070 ¹ | CORE 070 ¹ | CORE Government/Political Science | 3 |
| | FIN 3301 | Financial Management I | 3 | | BUSI 4359 | Business Strategy | 3 |
| | MKTG 4302 | Services Marketing | 3 | | MKTG 4316 | Marketing Management | 3 |
| | MKTG 4305 | Digital and Internet Marketing | 3 | | BUSI 4301 | Business Ethics & Corporate Social Responsibility | 3 |
| | MGMT 3301 or 4325 ³ | Principles of Management or Leadership Theory and Practice | 3 | | | | |
| Total | | | 15 | Total | | | 12 |

Notes/Comments:

- (1) Due to the nature of the AAS program, not all Texas Common Core courses are completed with the AAS. Student will need to complete these remaining lower-level courses at the community college. Please consult a TAMUCT financial aid counselor regarding the consortium agreement process.
- (2) FTIC students will need to take EDUC 1300. If not a FTIC, please take SPCH 1321 for degree completion at TAMUCT.
- (3) If passed BMGT 1327 with a grade B or better, may take MGMT 4325

Transfer Information

Transfer of Credit & Student Benefits

Transfer Central! Your affordable path to a high-quality bachelor's degree.

[Join Transfer Central](#) and receive exclusive access to resources designed to help you complete your bachelor's degree on time and with less debt:

- Personalized degree planning
- University email address
- Priority class registration
- Dedicated admission counselor
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- Invitations to university events and activities

Click [HERE](#) to join now.

College of Business Administration

Explore all the opportunities the College of Business Administration at A&M-Central Texas has to offer. Visit us [ONLINE](#) to see what is happening!

Start planning today. Schedule an appointment with a COBA academic advisor. Click [HERE](#) to find a time that meets your schedule.

Program Admission Requirements

Undergraduate Admission Requirements:

- Minimum 2.0 cumulative transfer GPA on a 4.0 scale
- Minimum 30 academic, college-level transferable hours
- Must be eligible to return to all previously attended institutions

Additional program admission standards may apply. Visit degree program pages or speak with an A&M-Central Texas admission counselor for additional information.

Get Connected. Meet in-person, virtually, or via the phone with an admissions counselor today. Click [HERE](#) to schedule an appointment convenient for you.

Graduate Studies

Continue to advance your skills and new career opportunities with a graduate degree from Texas A&M University - Central Texas. Click to learn more about the following graduate degrees:

[Master of Business Administration](#)

- Computer Information Systems
- Healthcare Administration
- Human Resource Management
- Management
- Data Analytics micro-credential (pending internal approval)
- Leadership for Sustainability

[Master of Science – Accounting](#)

[Master of Science – Information Systems](#)

[Master of Science – Leadership for Sustainability](#)

Graduate Certificates

[Healthcare Administration](#)

[Leadership for Sustainability](#)