

**AAS – Marketing to  
BAAS – Business  
Marketing Concentration  
2022-2023 Transfer Pathway**

AAS Degree Requirements							
McLennan Community College							
MCLENNAN	TAMUCT	Course Name	SCH	MCLENNAN	TAMUCT	Course Name	SCH
ACNT 1303 <sup>2</sup> or BMGT 2310 <sup>2</sup>	VOBU	Introduction to Accounting I or Financial Management	3	COMM 1307	CORE 050	Introduction to Mass Communication	3
BUSI 1301	BUSI 1301	Business Principles	3	MRKG 2349 <sup>2</sup>	VOBU	Advertising & Sales Promotion	3
SPCH 1315, 1318 or 1321	CORE 010	Public Speaking, Interpersonal Communication, Business & Professional Communication	3	ENGL 2311	ENGL 2311	Technical & Business Writing	3
BMGT 1327 <sup>3</sup>	VOBU	Principles of Management	3	MATH 1342	MATH 1342	Elementary Statistical Methods	3
MRKG 1311 <sup>3</sup>	VOBU	Principles of Marketing	3	MRKG 2388 <sup>2</sup>	VOBU	Internship-Marketing Mgmt. General	3
ENGL 1301	CORE 010	Composition I	3	ECON 2301	CORE 090	Principles of Macroeconomics	3
MRKG 1302 <sup>2</sup>	VOBU	Principles of Retailing	3	ARTC 1302 <sup>2</sup> or 1313 <sup>2</sup>	VOBU	Digital Imaging I or Digital Publishing I	3
MRKG 2333 <sup>2</sup>	VOBU	Principles of Selling	3	HAMG 2330 <sup>2</sup>	VOBU	Convention and Group Management and Services	3
BCIS 1305	BCIS 1305	Business Computer Applications	3	MRKG 2389 <sup>2</sup>	VOBU	Internship-Marketing Mgmt., General	3
BUSI 2301	BUSI 2301	Business Law	3	IMED 2309 <sup>2</sup> or ARTV 1351 <sup>2</sup>	VOBU	Internet Commerce or Digital Video	3
<b>Subtotal</b>							<b>60</b>

Additional Lower-Level or Upper-Level Degree Requirements			
McLennan Community College or Texas A&M University – Central Texas			
McLennan Community College	Texas A&M University - Central Texas	Course Name	SCH
MATH 1324 <sup>1</sup>	CORE 020	Mathematics for Business & Social Sciences	3
CORE 030 <sup>1</sup>	CORE 030	Life & Physical Science Core Selection	3
CORE 030 <sup>1</sup>	CORE 030	Life & Physical Science Core Selection	3
CORE 040 <sup>1</sup>	CORE 040	Language, Philosophy & Culture Core Selection	3
CORE 060 <sup>1</sup>	CORE 060	American History Core Selection	3
CORE 060 <sup>1</sup>	CORE 060	American History Core Selection	3
CORE 070 <sup>1</sup>	CORE 070	Government/Political Science Core Selection	3
CORE 070 <sup>1</sup>	CORE 070	Government/Political Science Core Selection	3
ECON 2302 <sup>1</sup>	CORE 080	Principles of Microeconomics	3
ACCT 2301 <sup>1</sup>	CORE 090	Principles of Financial Accounting	3
ACCT 2302 <sup>1</sup>	ACCT 2302	Principles of Managerial Accounting	3
<b>Subtotal</b>			<b>33</b>

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	Business Communications and Research	3	MKTG 4305	Digital and Internet Marketing	3
MGMT 3301 or 4325 <sup>3</sup>	Principles of Management or Leadership Theory and Practice	3	BUSI 4301	Business Ethics	3
MKTG 3301	Marketing	3	BUSI 4359	Business Strategy	3
MKTG 3316	Consumer Behavior	3	MKTG 3318	Promotional Strategy	3
FIN 3301 <sup>4</sup>	Financial Management I	3	MKTG 3320	Marketing Research	3
MKTG 4302	Services Marketing	3	MKTG 4316	Marketing Management	3
<b>Subtotal</b>					<b>36</b>
<b>Total</b>					<b>129</b>

**Notes/Comments**

The following Pathway Plan is suggested for full-time students. Part-time student will need more time to complete this pathway. For assistance with pathway planning, students should schedule an appointment with an academic advisor. This guide is for planning and visualization purposes only.

- Not all Degree Requirement 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.
- This section has the following considerations:
  - May apply conferred Applied Arts and Sciences (A.A.S.) or Certificate of Completion (C.C.)
  - May consist of technical, vocational, or military credit (or a combination)
  - 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)
  - With the qualifying 12 semester credit hours, a student may include specified academic electives up to the maximum 36 semester credit hours.
  - A maximum of 36 semester credit hours will be allowed
  - See the College of Business Administration's academic advisors for more information.
- If student passed BMGT 1327 and MRKG 1311 as a part of their A.A.S. and received at least a B, alternate courses listed may be taken. Please speak with your advisor.
- Other field of study course may be used to satisfy requirement.

## 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
- Customized financial aid consultations
- 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](#)