

Bachelor of Applied Arts and Sciences

Business – Marketing Concentration

2024-2025 Transfer Guide

Core Requirements			
(Transfer Credits)			
Transferring Institution	Texas A&M University - Central Texas	Course Name	SCH
ENGL 1301	CORE 010	Composition I	3
SPCH 1311 ^{1,3}	CORE 010	Introduction to Speech Communication	3
MATH 1324 ^{1,3}	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
ECON 2302	CORE 080	Principles of Microeconomics	3
ECON 2301	CORE 090	Principles of Macroeconomics	3
ACCT 2301	CORE 090	Principles of Financial Accounting	3
			Subtotal
			42

Additional Lower-Level Degree Requirements			
(Transfer Credits)			
Transferring Institution	Texas A&M University - Central Texas	Course Name	SCH
ACCT 2302	ACCT 2302	Principles of Managerial Accounting	3
MATH 1342 or BUSI 2305 ⁵	MATH 1342 or BUSI 2305	Elementary Statistical Methods or Business Statistics	3
Occupational/Technical Specialization ²	Occupational/Technical Specialization	Occupational/Technical Specialization	36
			Subtotal
			42

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 4305	Digital and Internet Marketing	3
MGMT 3350	Management and Organizational Behavior	3	BUSI 4301	Business Ethics and Corporate Social Responsibility	3
MKTG 3301	Marketing	3	BUSI 4359	Business Strategy	3
MKTG 3316	Consumer Behavior	3	MKTG 3318	Promotional Strategy	3
FIN 3301 ⁴	Financial Management I	3	MKTG 3320	Marketing Research	3
MKTG 4302	Services Marketing	3	MKTG 4316	Marketing Strategy	3
					Subtotal
					36
					Total
					120

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

- Refer to the General Education Core Requirements [page](#) for more information on the CORE Requirement coursework.
- 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.
- Specific courses are not required but preferred for the degree.
- Other field of study courses may be used to satisfy requirements.
- Students can also fulfill this degree requirement by enrolling in BUSI 3311 at Texas A&M University - Central Texas.



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