

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

AAS Degree Requirements							
McLennan Community College							
MCLENNAN	TAMUCT	Course Name	SCH	MCLENNAN	TAMUCT	Course Name	SCH
ACNT 1303 or BMGT 2310 ²	VO--	Introduction to Accounting I or Financial Management	3	COMM 1307	CORE 040	Introduction to Mass Communication	3
BUSI 1301	BUSI 1301	Business Principles	3	MRKG 2349 ²	VO--	Advertising & Sales Promotion	3
SPCH 1315, SPCH 1318 or SPCH 1321	CORE 010	Public Speaking, Interpersonal Communication or Business & Professional Communication	3	ENGL 2311	ENGL 2311	Technical & Business Writing	3
BMGT 1327 ²	VO--	Principles of Management	3	MATH 1342	MATH 1342	Elementary Statistical Methods	3
MRKG 1311 ²	VO--	Principles of Marketing	3	MRKG 2388 ²	VO--	Internship-Marketing Mgmt-General	3
ENGL 1301	CORE 010	Composition I	3	ECON 2301	CORE 090	Principles of Macroeconomics	3
MRKG 1302 ²	VO--	Principles of Retailing	3	ARTC 1302 or ARTC 1313 ²	VO--	Digital Imaging I or Digital Publishing I	3
MRKG 2333 ²	VO--	Principles of Selling	3	HAMG 2330 ²	VO--	Convention and Group Management and Services	3
BCIS 1305	BCIS 1305	Business Computer Applications	3	MRKG 2389 ²	VO--	Internship-Marketing Mgmt, General	3
BUSI 2301	BUSI 2301	Business Law	3	IMED 2309 or ARTV 1351 ²	VO--	Internet Commerce or Digital Video	3
Subtotal							60

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 ¹	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 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 ¹	CORE 080	Principles of Microeconomics	3
ACCT 2301 ¹	CORE 090	Principles of Financial Accounting	3
ACCT 2302 ¹	ACCT 2302	Principles of Managerial Accounting	3
Subtotal			33

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 ³	Financial Management I	3	MKTG 3320	Marketing Research	3
MKTG 4302	Services Marketing	3	MKTG 4316	Marketing Management	3
Subtotal					36
Total					129

Notes/Comments

Texas A&M University - Central Texas offers upper-level courses (3xxx-5xxx labeled courses), all lower-level courses (1xxx-2xxx labeled courses) will need to be completed at McLennan College.

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

1. Not all Degree Requirement courses are completed with the AAS. Students will need to complete these remaining lower-level courses at McLennan College. Please discuss the consortium agreement procedure with a TAMUCT [financial aid advisor](#).
2. 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 a maximum of 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.
3. Other field of study course may be used to satisfy requirement.