



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



AAS Degree Requirements							
Austin Community College							
ACC	TAMUCT	Course Name	SCH	ACC	TAMUCT	Course Name	SCH
EDUC 1300 ³ or SPCH 1311	EDUC 1300 or CORE 010	Learning Framework: Effective Strategies for College Success or Introduction to Speech Communication	3	MATH 1324	CORE 020	Mathematics for Business & Social Sciences	3
MRKG 1311 ⁵	VOBU	Principles of Marketing	3	ACCT 2301	CORE 090	Principles of Accounting I – Financial	3
MRKG 1302 ⁵	VOBU	Principles of Retailing	3	BUSG 1304 ⁵	VOBU	Financial Literacy	3
COMM 2327	COMM 2327	Principles of Advertising	3	ECON 2302	CORE 080	Principles of Microeconomics	3
MRKG 1313 ⁵	VOBU	Public Relations	3	MRKG 2371 ⁵	VOBU	Consumer Behavior	3
MRKG 2348 ⁵	VOBU	Marketing Research and Strategies	3	ACCT 2302	ACCT 2302	Principles of Accounting II – Managerial	3
MRKG 2333 ⁵	VOBU	Principles of Selling	3	Elective ^{4,5}	VOBU	Marketing Elective	3
ECON 2301	CORE 090	Principles of Macroeconomics	3	BUSG 1303 ⁵	VOBU	Principles of Finance	3
COSC 1301	COSC 1301	Introduction to Computing	3	MRKG 2388 or MRKG 2381 ⁵	VOBU	Internship – Marketing/Marketing Management, General or Cooperative Education – Marketing/Marketing Management, General	3
ENGL 1301	CORE 010	English Composition I	3	CORE 040	CORE 040	Language, Philosophy, and Culture Core Selection	3
Subtotal							60

Additional Lower-Level or Upper-Level Degree Requirements			
Austin Community College or Texas A&M University – Central Texas			
Austin Community College	Texas A&M University - Central Texas	Course Name	SCH
CORE 010 ^{1,3}	CORE 010	Communication Core Selection	3
CORE 030 ¹	CORE 030	Life and Physical Sciences Core Selection	3
CORE 030 ¹	CORE 030	Life and Physical Sciences Core Selection	3
CORE 050 ¹	CORE 050	Creative Arts Core Selection	3
CORE 060 ¹	CORE 060	American History Core Selection	3
CORE 060 ¹	CORE 060	American History Core Selection	3
CORE 070 ¹	CORE 070	Government/Political Science Core Selection	3
CORE 070 ¹	CORE 070	Government/Political Science Core Selection	3
MATH 1342 or BUSI 2305 ¹	MATH 1342 or BUSI 2305	Elementary Statistical Methods or Business Statistics	3
Subtotal			27

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 331	Professionalism and Communication in Business	3	MKTG 4305	Digital and Internet Marketing	3
MGMT 3301 or MGMT 4325 ⁶	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 ⁷	Financial Management	3	MKTG 3320	Marketing Research	3
MKTG 4302	Services Marketing	3	MKTG 4316	Marketing Management	3
Subtotal					36
Total					123

Notes/Comments

The following Pathway Plan is suggested for full-time students. A 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.

1. Not all Degree Requirement courses are completed with the AAS. Students 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. Any-level electives may be taken at either at Texas A&M University-Central Texas or another institution. Please consult an academic advisor prior to selecting any-level electives.
3. All first-time Austin Community College (ACC) students with fewer than 12 SCH of successful college credit must take the EDUC 1300 course in their first semester at ACC. All other students can choose either EDUC 1300 or a speech course from the Component Area Option of the Core Curriculum Course List.
4. Choose Marketing Elective from: Marketing courses BUSI 1311, FSHD 1311, MRKG 1301, MRKG 1391 topic Collegiate Experiential Learning, MRKG 1391 topic Digital Marketing Analytics, MRKG 1391 topic Social Media Marketing, MRKG 2312, MRKG 2349, MRKG 2375; Finance courses BUSA 1313, BUSG 1341; Computer Information Technology course BCIS 1305; Management courses BMGT 1327, HRPO 2301, HRPO 2307.
5. 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.
6. If student passed BMGT 1327 for their A.A.S. and received at least a B, MGMT 4325 may be taken.
7. Other field of study course may be used to satisfy requirement.

Transfer Information

Transfer of Credit & Student Benefits

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[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
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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](#)