



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



AAS Degree Requirements							
Austin Community College							
ACC	TAMUCT	Course Name	SCH	ACC	TAMUCT	Course Name	SCH
EDUC 1300	EDUC 1300	Learning Framework: Effective Strategies for College Success	3	Elective ²	VO--	Marketing Elective	3
COMM 2327	COMM 2327	Principles of Advertising	3	MRKG 1311 ²	VO--	Principles of Marketing	3
ECON 2301	CORE 090	Principles of Macroeconomics	3	MRKG 1302 ²	VO--	Principles of Retailing	3
COSC 1301	COSC 1301	Introduction to Computing	3	MRKG 1313 ²	VO--	Public Relations	3
ENGL 1301	CORE 010	English Composition I	3	MRKG 2348 ²	VO--	Marketing Research and Strategies	3
MATH 1324	CORE 020	Mathematics for Business & Social Sciences	3	MRKG 2333 ²	VO--	Principles of Selling	3
ACCT 2301	CORE 090	Principles of Accounting I - Financial	3	BUSG 1304 ²	VO--	Financial Literacy	3
ECON 2302	CORE 080	Principles of Microeconomics	3	MRKG 2371 ²	VO--	Consumer Behavior	3
ACCT 2302	ACCT 2302	Principles of Accounting II - Managerial	3	BUSG 1303 ²	VO--	Principles of Finance	3
CORE 040	CORE 040	Language, Philosophy, and Culture Core	3	MRKG 2388 or MRKG 2381 ²	VO--	Internship - Marketing/Marketing Management or Cooperative Education - Marketing/Marketing Management	3
Subtotal							60

Additional Lower-Level Degree Requirements			
Austin Community College			
Austin Community College	Texas A&M University - Central Texas	Course Name	SCH
SPCH 1311 ¹	CORE 010	Introduction to Speech Communication	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	3
CORE 070 ¹	CORE 070	Government/Political Science	3
MATH 1342 or BUSI 2305 ^{1,4}	MATH 1342 or BUSI 2305	Elementary Statistical Methods or Business Statistics	3
Subtotal			27

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					123

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

1. The AAS does not fulfill all the lower-level courses required for the undergraduate degree. Students will need to complete these remaining lower-level courses at Austin Community College. Please discuss the consortium agreement procedure with a TAMUCT [financial aid advisor](#).
2. 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 a maximum of 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.
3. Other field of study courses may be used to satisfy requirements.
4. Students may fulfill this degree requirement by enrolling in BUSI 3311 at TAMUCT.