

# Bachelor of Business Administration

## Marketing

### 2025-2026 Transfer Guide

Core Requirements (Transfer Credits)			
Transferring Institution	Texas A&M University–Central Texas	Course Name	SCH
CORE 010 <sup>1</sup>	CORE 010	Communications Core	3
CORE 010 <sup>1</sup>	CORE 010	Communications Core	3
MATH 1324	CORE 020	Mathematics for Business & Social Sciences	3
CORE 030 <sup>1</sup>	CORE 030	Life and Physical Sciences Core	3
CORE 030 <sup>1</sup>	CORE 030	Life and Physical Sciences Core	3
CORE 040 <sup>1</sup>	CORE 040	Language, Philosophy, and Culture Core	3
CORE 050 <sup>1</sup>	CORE 050	Creative Arts Core	3
CORE 060 <sup>1</sup>	CORE 060	American History Core	3
CORE 060 <sup>1</sup>	CORE 060	American History Core	3
CORE 070 <sup>1</sup>	CORE 070	Government/Political Science Core	3
CORE 070 <sup>1</sup>	CORE 070	Government/Political Science Core	3
PSYC 2301 or SOCI 1301 <sup>2</sup>	CORE 080	General Psychology or Introduction to Sociology	3
ECON 2301	CORE 090	Principles of Macroeconomics	3
ECON 2302	CORE 090	Principles of Microeconomics	3
<b>Subtotal</b>			<b>42</b>

Additional Lower-Level Degree Requirements (Transfer Credits)			
Transferring Institution	Texas A&M University–Central Texas	Course Name	SCH
ACCT 2301	ACCT 2301	Principles of Financial Accounting	3
ACCT 2302	ACCT 2302	Principles of Managerial Accounting	3
BCIS 1305 <sup>3</sup>	BCIS 1305	Business Computer Applications	3
BUSI 2301 <sup>4</sup>	BUSI 2301	Business Law	3
BUSI 2305 <sup>5</sup>	BUSI 2305	Business Statistics	3
Any Level Elective or Upper-Level COBA Elective <sup>6,7</sup>	Any Level Elective or Upper-Level COBA Elective	Any Level Elective or Upper-Level COBA Elective	3
Any Level Elective <sup>6,7</sup>	Any Level Elective	Any Level Elective	9
<b>Subtotal</b>			<b>27</b>

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 4302	Services Marketing	3
ACCT 3301	Accounting and Finance Data Analytics I	3	MKTG 4305	Digital and Internet Marketing	3
MKTG 3301	Marketing	3	MGMT 3350	Management and Organizational Behavior	3
BUSI 4301	Business Ethics and Corporate Social Responsibility	3	BUSI 4359	Business Strategy	3
FIN 3301	Financial Management I	3	CIS 4350	Management Information Systems	3
MGMT 3302	Personnel and Human Resource Management	3	MKTG 3320	Marketing Research	3
MKTG 3318	Promotional Strategy	3	MKTG 4316	Marketing Strategy	3
BUSI 3344	Introduction to the Global Business Environment	3	UL COBA Elective <sup>8</sup>	Upper-Level COBA Elective	3
MKTG 3316	Consumer Behavior	3			
<b>Subtotal</b>					<b>51</b>
<b>Total</b>					<b>120</b>

Notes/Comments	
<p>Texas A&amp;M–Central Texas only offers upper-level courses (those labeled 3XXX-5XXX), all lower-level courses (those labeled 1XXX-2XXX) should be completed at the transferring institution. A minimum of 120 semester credit hours is required for all baccalaureate degrees. For help with transfer planning, please speak with an <a href="#">academic advisor</a> or <a href="#">enrollment specialist</a>. <i>This transfer guide is intended for planning and visualization purposes and is subject to change.</i></p> <ol style="list-style-type: none"> <li>Refer to the General Education Core Requirements <a href="#">page</a> for more information on the CORE Requirement coursework.</li> <li>CORE REQ (080) recommended courses are PSYC 2301 or SOCI 1301. These are not degree required courses.</li> <li>Students can also fulfill this degree requirement by enrolling in CIS 3300.</li> <li>Students can also fulfill this degree requirement by enrolling in BUSI 3332.</li> <li>Students can also fulfill this degree requirement by enrolling in BUSI 3311.</li> <li>Any-Level electives may be taken at either at Texas A&amp;M University–Central Texas or another institution. Please consult an academic advisor prior to selecting any-level electives.</li> <li>Lower-Level Electives, Any Level Electives, Component Area Options, or Degree Requirements (DEG REQ) may consist of the FOS courses: MATH 1324, ECON 2301, ECON 2302, BCIS 1305, ACCT 2301, ACCT 2302, BUSI 1301.</li> <li>MKTG courses or other courses that support the marketing function are recommended (e.g., CIS 3306, CIS 3315, or CIS 4302). Please speak to an advisor for more information.</li> </ol>	

