



AAS in Marketing to
Bachelor of Applied Arts and Sciences
Guided Pathway
 Effective for the 2019-2020 Catalog
First Year – Collin College



BACHELOR OF APPLIED ARTS & SCIENCES
 Experience
 Discovery
 Collaboration
 Application

FIRST SEMESTER	SECOND SEMESTER
BMGT 1307 - Team Building	BMGT 1305 - Communications in Management
BMGT 2303 - Problem Solving and Decision Making	BMGT 1341 - Business Ethics
^c Mathematics (see list below) - 3 hours	BUSG 2309 - Small Business Management/Entrepreneurship
MRKG 1301 - Customer Relationship Management	^c ENGL 1301 - Composition I (010)
MRKG 1311 - Principles of Marketing	IBUS 1354 - International Marketing Management
	MRKG 2349 - Advertising and Sales Promotion

Second Year – Collin College

It's best to apply to University of North Texas a full semester before you plan to transfer. It will help if you submit a copy of this pathway with

FIRST SEMESTER	SECOND SEMESTER
BMGT 1327 - Principles of Management	^c Social/Behavioral Science (See list below) - 3 hours
^c Humanities/Fine Arts (see list below) - 3 hours	MRKG 2348 - Marketing Research and Strategies or BUSG 1307
IBUS 2341 - Intercultural Management	MRKG 2381 - Cooperative Education - Marketing/Marketing Management, General (Capstone)
MRKG 2312 - eCommerce Marketing	^c Speech (see list below) - 3 hours
MRKG 2333 - Principles of Selling	

AAS: Marketing

You will need to apply for the associate's degree at your community college. Contact your advisor there for more information.

Third Year – University of North Texas

FIRST SEMESTER	SECOND SEMESTER
BAAS 3020 - Inquiry and Discovery	BAAS 3000 – Pathways to Civic Engagement
^c ENGL 1320 – College Writing II (ENGL 1302)	^c Life and Physical Science
^c Life and Physical Science	^c PSCI 2305 – American Gov't: Process & Policies
	(GOVT 2305)
MKTG 3010 – Professional Selling	MKTG 3660 – Advertising Management
MKTG 3650 – Foundations of Marketing	MKTG 4120 – Consumer Behavior

Fourth Year – University of North Texas

FIRST SEMESTER	SECOND SEMESTER
^c Fine Arts course or Humanities if Fine Arts taken in first year.	BAAS 4100 - Managing a 21 st Century Career
^c HIST 2610 – US History to 1865 (HIST 1301)	^c PSCI 2306 - US and Texas Constitutions and Institutions (GOVT 2306)
^c Component Area Option 3XXX-4XXX	^c HIST 2620 – US History since 1865 (HIST 1302)
3XXX-4XXX Concentration 2	3XXX-4XXX Concentration 2
3XXX-4XXX Concentration 2	3XXX-4XXX Concentration 2

This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs.

Part-time students may also follow this sequence. Developmental coursework may be required.

* You may take a different course to meet this requirement. A specific list is available from your advisor.

^c This course counts for the Core Curriculum at any public college or university in Texas.

() Course numbers shown in parentheses are equivalent to these courses at UNT.

***Collin Options:**

Mathematics/Life & Physical Sciences – MATH 1314, 1414, 1316, 1342, 2305, 2318, 2320, 2412, 2413, 2414, 2415, 1324, 1325, 1332, 1350, 1351, BIOL 1406, 1407, 1414, 1415, 2401, 2402, 2406, 2416, 2421, 1408, 1409, 2404, 2420, CHEM 1411, 1412, 2423, 2425, 1405, GEOL, 1401, ENVR 1401, 1402, GEOL 1403, 1404, PHYS 1401, 1402, 2425, 2426, 1402, 1445, 1447, 1403, 1404, 1405, 1410, 1415, 1417

Humanities/Fine Arts - choose one from: ENGL 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343, HIST 2311, 2312, 2321, 2322, HUMA 1301, PHIL 1301, 1304, 2303, 2306, 2307, 2321, ARTS 1301, 1303, 1304, 1313, DANC 2303, DRAM 1310, 2361, 2362, 2366, MUSI 1306, 1307, 1310

Social and Behavioral Sciences – choose one from: ECON 1301, 2301, 2302, PSYC 2301

Speech – choose one from: SPCH 1311, 1315, 1321

UNT Concentrations:

This plan illustrates one possible concentration. However, there are other possible concentrations that can be selected in conjunction with your academic advisor.

For questions about the University portion of this degree plan, contact the UNT Applied Arts and Sciences Unit Office at (940) 369-8129, baas@unt.edu <http://baas.unt.edu>