

# Associate of Arts – Field of Study in Business Administration and Management to Marketing – Bachelor of Business Administration Guided Pathway Effective for the 2019-2020 catalog<sup>1</sup>





First Year – Brookhaven, Eastfield, El Centro, Mountain View, North Lake, and Richland College<sup>2</sup>

FIRST SEMESTER		SECOND SEMESTER	
CENGL 1301 – Composition I	010)	<sup>c</sup> ENGL 1302 – Composition II	(010)
CHIST 1301 – United States History I	060)	CHIST 1302 – United States History II*	(060)
<b>CMATH 1324</b> – Mathematics for Business & Social Sciences (	020)	BUSI 1301 – Business Principles	
<sup>c</sup> SPCH 1321 – Business and Professional Communication <i>OR</i> <sup>c</sup> SPCH 1315 – Public Speaking (	(090) (090)	CECON 2302 – Principles of Microeconomics	(080)
CPHED 1164 – Introduction to Physical Fitness and Wellness (	090)	BCIS 1305 – Business Computer Applications	•

Total Semester Hours: 13 Total Semester Hours: 15

### Second Year – Brookhaven, Eastfield, El Centro, Mountain View, North Lake, and Richland College

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

FIRST SEMESTER		SECOND SEMESTER	
CBIOL 1408 – Biology for Non-Science Majors I*	(030)	CBIOL 1409 – Biology for Non-Science Majors II*	(030)
CGOVT 2305 – Federal Government	(070)	<sup>c</sup> GOVT 2306 – Texas Government	(070)
CENGL 2332 – World Literature I*	(040)	BUSI 2305 – Business Statistics	
ACCT 2301 – Principles of Financial Accounting		ACCT 2302 – Principles of Managerial Accounting	
ECON 2301 – Principles of Macroeconomics		<sup>c</sup> ARTS 1301 – Art Appreciation*	(050)

**Total Semester Hours: 16** 

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# Associate of Arts – Field of Study in Business Administration and Management (60 hours)

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

## Third Year Courses - Texas Wesleyan University

FIRST SEMESTER	SECOND SEMESTER
<sup>c</sup> MAT 1310 – Mathematics for Business & Economic Analysis (MATH 1325)	BUA 3305 – MIS Systems Analysis & Design
FIN 3313 – Corporate Finance	MGT 3319 – Management Theory & Practice
MKT 3321 – Principles of Marketing	BUA 3345 – International Business
<sup>c</sup> REL 1321 – Intro Studies in World Religion (PHIL 1304)	Any four of the following (pick two):
<sup>c</sup> REL 1313 – Ethics (PHIL 2306)	MKT 3328 – Retailing
BUA 2310 - Advanced Business Applications	MKT 3331 – Sales Management
	MKT 3341 – Principles of Advertising
	MKT 3349 – Consumer Behavior
	MKT 4342 – International Marketing

**Total Semester Hours: 15** 

Total Semester Hours: 15

#### Fourth Year Courses - Texas Wesleyan University

FIRST SEMESTER	SECOND SEMESTER
MGT 3332 - Organizational Behavior	MGT 4337 – Business Policy & Decision Making
MKT 4311 – Marketing Research	MKT 4321 – Contemporary Marketing Strategy
MKT 3341 – Principles of Advertising	MKT 4342 – International Marketing
MKT 3349 – Consumer Behavior	Any four of the following (pick two more):
BUA 3311 – Business Law	MKT 3328 – Retailing
	MKT 3331 – Sales Management
	MKT 3341 – Principles of Advertising
	MKT 3349 – Consumer Behavior
	MKT 4342 – International Marketing

Total Semester Hours: 15 Total Semester Hours: 15

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

- 1 Degree plans may change in later catalogs. You may use this pathway if you entered one of the seven colleges on or before this date.
- 2 Students must earn at least 25% of the credit hours (15 hours) required for graduation through instruction by one of the seven DCCCD colleges awarding the degree.
- <sup>C</sup> This course counts for the Core Curriculum at any public college or university in Texas.
- \* There are several options to fulfill this requirement. See your academic advisor for a specific list.

You must earn a grade of "C" or better in English 1301 and the selected college-level mathematics course and receive a GPA of at least 2.00 on all college-level course work.

() Course numbers shown in parentheses are equivalent to these courses at Texas Wesleyan University.

Approved: 2019-2020 Guided Pathway

