



AAS. Business Administration-Marketing to  
Bachelor of Applied Arts and Sciences  
**Guided Pathway**  
2019-2020 Catalog

**First Year - Tarrant County College District**

FIRST SEMESTER	SECOND SEMESTER
<b>MRKG 1301</b> – Customer Relationship Management	<b>ACCT 2301</b> – Principles of Financial Accounting
<b>MRKG 1302</b> – Principles of Retailing	<b>MRKG 2348</b> – Marketing Research and Strategies
<b>MRKG 2333</b> – Principles of Selling	<b>BUSI 1301</b> – Business Principles
<b>MRKG 2349</b> – Advertising and Sales Promotion	<b>BCIS 1305</b> – Business Computer Applications
<b>MRKG 1311</b> – Principles of Marketing	<b>BMGT 1327</b> – Principles of Management

**Second Year – Tarrant County College District**

It's best to apply to UNT 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
<b>BMGT 1341</b> – Business Ethics	<b>GOVT 2305(070)</b> – Federal Government <sup>C*</sup>
<b>ENGL 1301(010)</b> – Composition I <sup>C</sup>	<b>ARTS 1301 (050)</b> – Art Appreciation <sup>C*</sup>
<b>BMGT 1305</b> – Communications in Management	<b>ENGL 1302(090)</b> – Composition II <sup>C*</sup>
<b>ACCT 2302</b> – Principles of Managerial Accounting	<b>SPCH 1321(010)</b> – Business & Professional Comm <sup>C*</sup>
<b>MATH 1324 (020)</b> – Mathematics for Business and Social Sciences <sup>C*</sup>	<b>BUSG 2300</b> – Business Leadership Application (Capstone)

**AAS: Business Administration-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
<b>BAAS 3020</b> - Inquiry and Discovery	<b>BAAS 3000</b> – Pathways to Civic Engagement
Elective 3XXX-4XXX	<sup>C</sup> <b>Life and Physical Science</b>
<sup>C</sup> <b>Life and Physical Science</b>	<sup>C</sup> <b>Social and Behavioral Sciences</b>
<b>MKTG 3010</b> – Professional Selling	<b>MKTG 3660</b> – Advertising Management
<b>MKTG 3650</b> – Foundations of Marketing	<b>MKTG 4120</b> – Consumer Behavior

**Fourth Year - University of North Texas**

FIRST SEMESTER	SECOND SEMESTER
<sup>C</sup> <b>Humanities course</b>	<b>BAAS 4100</b> - Managing a 21 <sup>st</sup> Century Career
<sup>C</sup> <b>HIST 2610</b> – US History to 1865 ( <b>HIST 1301</b> )	<sup>C</sup> <b>PSCI 2306</b> - US and Texas Constitutions and Institutions ( <b>GOVT 2306</b> )
<sup>C</sup> <b>Component Area Option 3XXX-4XXX</b>	<sup>C</sup> <b>HIST 2620</b> – US History since 1865( <b>HIST 1302</b> )
<b>3XXX-4XXX Concentration 2</b>	<b>3XXX-4XXX Concentration 2</b>
<b>3XXX-4XXX Concentration 2</b>	<b>3XXX-4XXX Concentration 2</b>

**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.

<sup>C</sup> 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.

**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](mailto:baas@unt.edu)  
<http://baas.unt.edu>