



Associate of Science-Business Administration to
 Bachelor of Business Administration in Marketing
Guided Pathway
 Effective for the 2019-2020 Catalog



First Year – Galveston College

FIRST SEMESTER	SECOND SEMESTER
°ENGL 1301 Composition I	°ENGL 1302 Composition II
°HIST 1301 US History I	°HIST 1302 US History II
BUSI 1301 Business Principles	°MATH 1324 Math for Bus & Social Sciences
BCIS 1305 Business Computer Apps	°SPCH 1315 or 1321 or Elective
°Life & Physical Science Elective	°Life & Physical Science Elective
Total Semester Hours: 15	Total Semester Hours: 15

Second Year – Galveston College

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
°GOVT 2305 Federal Government	°GOVT 2306 Texas Government
°ECON 2301 Principles of Macroeconomics	°ECON 2302 Principles of Microeconomics
ACCT 2301 Principles of Financial Accounting	ACCT 2302 Principles of Managerial Accounting
°MATH 1325 Calculus for Bus & Social Sciences	BUSI 23XX Business Statistics
°Creative Arts Elective	°Language, Philosophy & Culture Elective
Total Semester Hours: 15	Total Semester Hours: 15

Associate of Science-Business Administration

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

Third Year – University of North Texas at Frisco

Students must fulfill UNT admissions requirements which can be found on the UNT website.

Assumes student completed the university core curriculum during the Freshman and Sophomore years.

FIRST SEMESTER	SECOND SEMESTER
MKTG 3010 Professional Selling (3 CH)	MKTG 3710 Marketing Research & Analytics (3 CH)
MKTG 3650 Foundations of Marketing Practices (3 CH)	MKTG 4120 Consumer Behavior (3 CH)
MKTG 3700 Marketing Metrics (3 CH)	MGMT 3720 Organizational Behavior (3 CH)
DSCI 3710 Business Statistics with Spreadsheets (3 CH)	FINA 3770 Finance (3 CH)
BUSI 3660 Professional Speaking, Writing and Presentation (3 CH)	BUSI 2200 Professional Development II (1 CH)
BUSI 1200 Professional Development I (1 CH)	Free Elective, as needed (3 CH)
Total Semester Hours: 16	Total Semester Hours: 16

Fourth Year – University of North Texas at Frisco

FIRST SEMESTER	SECOND SEMESTER
LSCM 3960 Logistics and Supply Chain Mgmt (3 CH)	MKTG 3881 Personal Professional Behavior (1 CH)
BLAW 3430 Legal and Ethical Environment of Business (3 CH)	MKTG 4890 Applied Marketing Problems (3 CH)
BCIS 3610 Basic Information Systems (3 CH)	MKTG 4330 Strategic Brand Management (3 CH)
MKTG 4520 Marketing Channels and Strategic Partnerships (3 CH) (ONLINE)	MKTG 3660 Advertising Mgmt (3 CH) (ONLINE)
MKTG 4280 Global MKTG Issues and Practices (3 CH)	BUSI 4940 Business Policy (3 CH)
Total Semester Hours: 15	Total Semester Hours: 13

This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs. UNT Course rotation subject to change.

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.
- ° 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.

For questions about the University portion of this pathway,
 Contact the **UNT at Frisco Transfer Generalist Academic Advising Office** at (972) 668-7100 or UNTFrisco.Advising@unt.edu.