



**Bachelor of Arts  
Guided Pathway  
[Effective for the 2019 - 2020 catalog]  
Business Integrated Studies to Bachelor of Business Administration –  
Marketing**

**First Year – Tarrant County College**

FIRST SEMESTER	SECOND SEMESTER
<b>C</b> ENGL 1301 – Composition I*	<b>C</b> ENGL 1302 – Composition II*
MATH 1324 – Mathematics for Business and Social Science	<b>C</b> ECON 2302 – Intro. to Microeconomics
<b>C</b> HIST 1301 – United States History I	<b>C</b> HIST 1302 – United State History II
<b>C</b> BCIS 1305 – Business Computer Applications	<b>C</b> BUSI-1301 – Business Principles
<b>C</b> ECON 2301 – Intro. to Macroeconomics	<b>C</b> MUSI 1306 – Music Appreciation*

**Second Year – Tarrant County College**

FIRST SEMESTER	SECOND SEMESTER
ACCT 2301 – Princ. of Financial Accounting	ACCT 2302 – Princ. of Managerial Accounting
<b>C</b> ENGL 2332 – World Literature I*	BUSI- 2305 – Business Statistics
<b>C</b> GOVT 2305 – Federal Government	<b>C</b> GOVT 2306 – Texas Government
<b>C</b> PHYS 1415 – Physical Science I*	<b>C</b> BIOL 1408 - Biology for Non-Science Majors I*
<b>C</b> SPCH 1315 – Public Speaking*	<b>C</b> PHED/KINE 1164 – Intro to Physical Fitness*

**AA Degree (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 – Texas Wesleyan University**

Students must fulfill Texas Wesleyan admissions requirements which can be found on [www.txwes.edu](http://www.txwes.edu).

FIRST SEMESTER	SECOND SEMESTER
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
BUA 2310 - Advanced Business Applications	<b>Any four of the following (pick two):</b> MKT 3328 – Retailing MKT 3331 – Sales Management MKT 3341 – Principles of Advertising MKT 3349 – Consumer Behavior MKT 4342 – International Marketing
Religion Credit – 3 hours (PHIL 1304 or 2306)	

**Fourth Year – Texas Wesleyan University**

FIRST SEMESTER	SECOND SEMESTER
MKT 4311 – Marketing Research	MGT 4337 – Business Policy & Decision Making
BUA 3311 – Business Law	MKT 4321 – Contemporary Marketing Strategy
Advanced Elective – 3 hours	MGT 3323 – Production/Operation Management
Advanced Elective – 3 hours	<b>Any four of the following (pick two more):</b> MKT 3328 – Retailing MKT 3331 – Sales Management MKT 3341 – Principles of Advertising MKT 3349 – Consumer Behavior MKT 4342 – International Marketing
Advanced Elective – 3 hours	

Total Semester Hours: 15

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**Bachelor of Business Administration – Marketing (120 Hours)**

**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.

<sup>^</sup> Each student completes 18 semester hours in professional specialization fields. These courses are selected in consultation with an advisor.

<sup>#</sup> Each student completes 12 semester hours in relevant support courses relevant. These courses are selected in consultation with an advisor.

*For questions about the University portion of this guided pathway,  
Contact the Texas Wesleyan Office of Admissions at (817) 531-4422 or [admissions@txwes.edu](mailto:admissions@txwes.edu).*