



AS Business Administration-Field of Study to
Bachelor of Business Administration in Marketing ^T



Guided Pathway

Effective for the 2021-2022 Catalog

First Year – Central Texas College

FIRST SEMESTER	SECOND SEMESTER
+BUSI 1301 Business Principles	C*Life and Physical Science Selection (4 credits) (030)
C*Life and Physical Science Selection (4 credits) (030)	C HIST 1302 U.S. History II (060)
C HIST 1301 U.S. History I (060)	+C ECON 2301 Macroeconomics (080)
C ENGL 1301 Composition I (010)	C MATH 1314, 1332 or 1342 (020)
+BCIS 1305 Business Computer Apps.	

Total Semester Hours: 16

Total Semester Hours: 13

Second Year – Central Texas College

It's best to apply to Tarleton State University a full semester before you plan to transfer.

FIRST SEMESTER	SECOND SEMESTER
+BUSI 2305 Business Statistics	+ACCT 2302 Principles of Managerial Accounting
+ACCT 2301 Principles of Financial Accounting	C GOVT 2306 Texas Government (070)
C*Language/Philosophy/Culture (PHIL 1301) (040)	+ECON 2302 Microeconomics
C GOVT 2305 Federal Government (070)	C SPCH 1321 Business and Professional Speaking (010)
C Component Area Option (ENGL 1302+) (090)	C*Creative Arts (050)
C EDUC 1100 Learning Frameworks (090)	

Total Semester Hours: 16

Total Semester Hours: 15

AS: Business Administration

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

These courses may be completed at CTC (if offered) or TSU

+MATH 1316 – Plane Trigonometry <u>OR</u>	+BUSI 2301 – Business Law
+MATH 1324 – Math for Business & Social Sciences I <u>OR</u>	Elective
+MATH 1325 – Math for Business & Social Sciences II <u>OR</u>	+PSYC 2301 – General Psychology
+MATH 1325 – Calculus for Business & Social Sciences <u>OR</u>	
+MATH 2412 – Pre-calculus Math <u>OR</u>	
+MATH 2413 – Calculus I	

Total Semester Hours: 12

Third Year – Tarleton State University

FIRST SEMESTER	SECOND SEMESTER
MKTG 3312 – Marketing	MGMT 3300 – Principles of Management
BUSI 3312 – Business Communication	MKTG 3315 – Personal Selling
FINC 3301 – Principles of Financial Management	BUSI 4344 – Introduction to International Business
=Advanced MKTG Elective	=Advanced MKTG Elective

Total Semester Hours: 12

Total Semester Hours: 12

Fourth Year – Tarleton State University

FIRST SEMESTER	SECOND SEMESTER
=Advanced MKTG Elective	BCIS 3315 – Web Development <u>OR</u>
	BCIS 4090 – Special Topics in Computer Information Systems <u>OR</u>
	BCIS 4379 – The Technology of E-Business
MKTG 4315 – Marketing Research	MKTG 4316 – Marketing Management
MKTG 3316 – Consumer Behavior	MKTG 4354 – International Marketing
BCIS 4350 – Management Information Systems	BUSI 4359 – Business Strategy

Total Semester Hours: 12

Total Semester Hours: 12

Total Degree Hours: 120

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.

† 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 Tarleton State University.

† Degree availability varies by campus; consult www.tarleton.edu for more information.

* Choose one of the following:

- MKTG 3317 – Retailing OR
- MKTG 3318 – Promotional Strategy OR
- MKTG 4302 – Services Marketing OR
- MKTG 4312 – Sales Management OR
- MKTG 4314 – Supply Chain and Logistics Concepts OR
- MKTG 4084 – Internship OR
- MKTG 4086 – Problems OR
- MKTG 4389 – Global Marketing Practices OR
- MKTG 4090 – Special Topics in Marketing

* Tarleton State University requires a minimum grade of C.

For questions about the university portion of this pathway,
contact the Management department at 254-968-9098.