



AS Business Administration to
Bachelor of Business Administration in Marketing ^T
Guided Pathway
Effective for the 2019-2020 Catalog



First Year – Central Texas College

FIRST SEMESTER	SECOND SEMESTER
BUSI 1301 Business Principles	C* Life and Physical Science Selection (4 credits)
C* Life and Physical Science Selection (4 credits)	C HIST 1302 U.S. History II
C HIST 1301 U.S. History I	C ECON 2301 Macroeconomics
C ENGL 1301 Composition I	C MATH 1314, 1332 or 1342
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
ENGL 1302 Composition II	ACCT 2302 Principles of Managerial Accounting
ACCT 2301 Principles of Financial Accounting	C GOVT 2306 Texas Government
C* Language/Philosophy/Culture (PHIL 1301)	ECON 2302 Principles of Microeconomics
C GOVT 2305 Federal Government	C* Communications (SPCH 1321)
C* Component Area Option	C* Creative Arts

Total Semester Hours: 15

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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 OR	MKTG Elective
MATH 1324 – Math for Business & Social Sciences I OR	MKTG Elective
MATH 1325 – Math for Business & Social Sciences II OR	PSYC 2301 – General Psychology
MATH 1325 – Calculus for Business & Social Sciences OR	Elective
MATH 2412 – Precalculus Math OR	
MATH 2413 – Calculus I	
BUSI 2301 – Business Law	MKTG Elective

Total Semester Hours: 21

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
BUSI 2311 – Business Statistics	

Total Semester Hours: 12

Total Semester Hours: 9

Fourth Year – Tarleton State University

FIRST SEMESTER	SECOND SEMESTER
	BCIS 3315 – Web Development OR
	BCIS 4090 – Special Topics in Computer Information Systems OR
	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: 9

Total Semester Hours: 12

Total Degree Hours: 122

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.

C 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.

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

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