



AS Business Administration to
BBA – Marketing
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
C*Life and Physical Science Selection	C HIST 1302 U.S. History II
C HIST 1301 U.S. History I	C ECON 2301 Macroeconomics
C ENGL 1301 Composition I	MATH 1325 Calculus for Business
BCIS 1305 Business Computer Apps.	Multicultural

Second Year – Central Texas College

It's best to apply to TTU 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
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)	Social/Behavioral Science Selection (ECON 2302)
C GOVT 2305 Federal Government	C*Communications (SPCH 1321)
MATH 1342 Statistics	C*Creative Arts

AS: Business Administration

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

Transfer Admission Requirements for TTU's Rawls College of Business-Completion of 15 hours and 2.75 GPA

Third Year – Texas Tech University

FIRST SEMESTER	SECOND SEMESTER
MKT 3350 Introduction to Marketing	MKT 3356 Marketing Research and Analysis
BCOM 3373 Business Communication	MKT Group A Course
MGT 3370 Organization and Management	FIN 3320 Financial Management
ISQS 3344 Intro to Production and Operations Mgt.	BLAW 3391 Business Law I
Elective 3 hrs.	Elective 3 hrs.
ISQS 2140 MOS Excel Certification	

Fourth Year – Texas Tech University

FIRST SEMESTER	SECOND SEMESTER
MKT Group A Course	MKT 4385 Marketing Strategy
MKT Group A Course	MKT Group A Course
MKT Group B Course	MKT Group A Course
Elective 3 hrs.	MKT Group B Course
BECO 4310 Applied Business Economics	

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.

Transfer Admission Requirements for TTU's Rawls College of Business-Completion of 15 hours and 2.75 GPA

Texas Tech University Uniform Graduation Requirements

1. **Foreign Language Requirement**
Students graduating from Texas Tech University should be able to express, negotiate, and interpret meaning in a second language.
Any entering student who has not completed two years of a single foreign language in high school must complete at least two semesters (or its equivalent) of a single foreign language at the first-year college level **or** at least one semester of a foreign language at a 2000 level or higher as a graduation requirement. This requirement may also be satisfied by transferring in the equivalent courses from another college or university. Individual Texas Tech University colleges may have additional foreign language proficiency requirements. Additional requirements may be necessary for select majors.
2. **Science Laboratory Requirement**
Students graduating from Texas Tech University are required to complete two semester credit hours of science laboratory courses. Normally this will be done by taking two 4-credit science courses or combinations of lecture and lab.
3. **Communication Literacy Requirement**
Students will complete the required communication literacy requirement.
4. **Core Curriculum Requirement**
Students will complete the required core curriculum.
5. **Multicultural Requirement**
In addition to the State of Texas core curriculum, every student must include at least one 3-hour multicultural course or its equivalent that focuses explicitly on the distinctive subcultures of the United States or on the culture of another society.

Maximum number of transferrable semester credits hours from a two-year institution applicable to a baccalaureate degree at the university is 80.

*For questions about the University portion of this pathway,
Contact the Rawls College of Business Academic Advising Office at (806) 742-3171*