

First Year - Collin College

(Developmental coursework may be required.)

FIRST SEMESTER	SECOND SEMESTER
ENGL 1301 Composition I (3 CH)	ENGL 1302 or ENGL 2311 (3 CH)
MATH 1324 Math for Business and Social Sciences (3 CH)	Life/Physical Science (see list) (4 CH)
BUSI 1301 Business Principles (3 CH)	MATH 1325 Calculus for Bus. and Soc. Sciences (3 CH)
HIST 1301 United States History I (3 CH)	HIST 1302 United States History II (3 CH)
ACCT 2301 Principles of Financial Accounting (3 CH)	ACCT 2302 Principles of Managerial Accounting (3 CH)
15 credit hours	16 credit hours

Second Year - Collin College

Apply to TTU a full semester before you plan to transfer, providing a copy of this pathway document is recommended.

FIRST SEMESTER	SECOND SEMESTER
GOVT 2305 Federal Government (3 CH)	GOVT 2306 Texas Government (3 CH)
Life/Physical Science (see list) (4 CH)	ARTS 1301 Art Appreciation (3 CH)
ECON 2301 Principles of Macroeconomics (3 CH)	ECON 2302 Principles of Microeconomics (3 CH)
BCIS 1305 Business Computer Applications (3 CH)	SPCH 1315 OR SPCH 1321 (3 CH)
Lang, Phil, & Culture (see list) (3 CH)	BUSI 23XX Business Statistics
16 credit hours	15 credit hours

AA Business Field of Study

Contact your advisor at Collin College for information about applying for your Associate's degree.

Third Year – Texas Tech University

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

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
ISQS 2140 MOS Excel Certification	Elective 3 hrs.
13 credit hours	15 credit hours

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	Multicultural (3 CH)
15 credit hours	15 credit hours

Collin College Options

Life & Physical Sciences – choose two from: **BIOL** 1406, 1407, 1408, 1409, 1414, 1415, 2401, 2402, 2404, 2406, 2416, 2420, 2421, **CHEM** 1405, 1411, 1412, 2423, 2425, **ENVR** 1401, 1402, **GEOL** 1401, 1402, 1403, 1404, 1445, 1447, **PHYS** 1401, 1402, 1403, 1404, 1405, 1410, 1415, 1417, 2425, 2426

Language, Philosophy, & Culture - choose one from: **ENGL** 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343

BBA Marketing

Contact your advisor at TTU for information about applying for your Bachelor's degree.



**BBA Marketing
Guided Pathway**
Effective beginning with the 2019-2020 catalog



Creative Arts - choose one from: **ARTS** 1301, 1303, 1304, 1313, **DANC** 2303, **DRAM** 1310, 2361, 2362, 2366, **MUSI** 1306, 1307, 1310

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.

BBA Marketing

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