



**Associate of Arts in Business to
BBA – Marketing
Guided Pathway**
Effective for the 2021-2022 Catalog



First Year – Tyler Junior College

FIRST SEMESTER	SECOND SEMESTER
ENG 1301 Composition I (010)	ENG 1302 Composition II* (010)
HIST 1301 United States History I (060)	HIST 1302 United States History II (060)
MATH 1324 Math for Business & Social Sciences (020)	Life and Physical Sciences Core ¹ + Lab (030)
EDUC 1300 Learning Framework*	MATH 1342 Elementary Statistical Methods*
BUSI 1301 Business Principles	BCIS 1405 Business Computer Applications

Second Year – Tyler Junior College

It's best to apply to TX Tech University 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
GOVT 2305 Federal Government (070)	GOVT 2306 Texas Government (070)
ECON 2301 Principles of Macroeconomics (080)	ECON 2302 Principles of Microeconomics
SPCH 1321 Bus & Professional Communications (090)	Language, Philosophy and Culture Core ³ (040)
Creative Arts Core ² (ART 1309) (050)	ACCT 2302 Principles of Managerial Accounting
ACCT 2301 Principles of Financial Accounting	Life and Physical Sciences Core ¹ + Lab (030)

AA: Business

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

SUMMER SEMESTER – TJC or Texas Tech University

MATH 1325 - Calculus Business & Social Science (MATH 1331-TTU) (090M)

Third Year – Texas Tech University

FIRST SEMESTER	SECOND SEMESTER
MKT 3350 Introduction to Marketing	MKT 3356 Marketing Research and Analysis
PCOM 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.
BA 2140 MOS Excel Certification	

Fourth Year – Texas Tech University

FIRST SEMESTER	SECOND SEMESTER
MGT Group A Course	MKT 4385 Marketing Strategy
MGT Group A Course	MKT Group A Course
MGT Group B Course	MKT Group A Course
Elective 3 hrs.	MKT Group B Course
BECO 3310 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.

¹Science options for the TJC core include: BIOL 1406, 1407, 1408, 1409, 1411, 2401, 2402, 2404, 2406; CHEM 1405, 1406, 1411, 1412; GEOL 1401, 1403, 1404; PHYS 1401, 1403, 1404, 1405, 2425, 2426.

²Creative Arts options: ARTS 1301, DANC 2303, DRAM 1310, MUSI 1306, MUSI 1310.

³Language, Philosophy & Culture options: DANC 1305; ENGL 2322, 2323, 2327, 2328, 2332, 2333; HIST 2311, 2312; HUMA 1301; PHIL 1301, 1304, 2306.

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 Transfer Advising Office at 806-742-1480.*