



BUSINESS

BHC EFC ECC MVC NLC RLC

**Associate of Arts – Field of Study in Business
Administration and Management to
Bachelor of Business Administration in Marketing^T
Guided Pathway
Effective for the 2019-2020 catalog¹**



First Year – Brookhaven, Eastfield, El Centro, Mountain View, North Lake, and Richland College²

FIRST SEMESTER		SECOND SEMESTER	
^C ENGL 1301 – Composition I (010)		^C ENGL 1302 – Composition II (010)	
^C HIST 1301 – United States History I (060)		^C HIST 1302 – United States History II* (060)	
^C MATH 1324 – Mathematics for Business & Social Sciences (020)		BUSI 1301 – Business Principles	
^C SPCH 1321 – Business and Professional Communication OR (090)		^C ECON 2302 – Principles of Microeconomics (080)	
^C SPCH 1315 – Public Speaking (090)		BCIS 1305 – Business Computer Applications	
^C PHED 1164 – Introduction to Physical Fitness and Wellness (090)			
Total Semester Hours: 13		Total Semester Hours: 15	

Second Year – Brookhaven, Eastfield, El Centro, Mountain View, North Lake, and Richland College

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

FIRST SEMESTER		SECOND SEMESTER	
^C BIOL 1408 – Biology for Non-Science Majors I* (030)		^C BIOL 1409 – Biology for Non-Science Majors II* (030)	
^C GOVT 2305 – Federal Government (070)		^C GOVT 2306 – Texas Government (070)	
^C ENGL 2332 – World Literature I* (040)		BUSI 2305 – Business Statistics	
ACCT 2301 – Principles of Financial Accounting		ACCT 2302 – Principles of Managerial Accounting	
ECON 2301 – Principles of Macroeconomics		^C ARTS 1301 – Art Appreciation* (050)	
Total Semester Hours: 16		Total Semester Hours: 16	

Associate of Arts – Field of Study in Business Administration and Management (60 hours)

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 DCCCD or TSU

^C MATH Core Elective	Elective
BUSI 2301 – Business Law	PSYC 2301 – General Psychology
BCIS 1305 – Business Computer Applications	BUSI 1301 – Business Principles
MKTG Elective	MKTG Elective
MKTG Elective	

Total Semester Hours: 27

Third Year Courses – 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	

Total Semester Hours: 9

Total Semester Hours: 6

Fourth Year Courses – Tarleton State University

FIRST SEMESTER	SECOND SEMESTER
BUSI 4344 – Introduction to International Business	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: 12

Total Semester Hours: 12

Total Degree Hours: 126

This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs.

¹ Degree plans may change in later catalogs. You may use this pathway if you entered one of the seven colleges on or before this date.

² Students must earn at least 25% of the credit hours (15 hours) required for graduation through instruction by one of the seven DCCCD colleges awarding the degree.

^C This course counts for the Core Curriculum at any public college or university in Texas.

* There are several options to fulfill this requirement. See your academic advisor for a specific list.

You must earn a grade of "C" or better in English 1301 and the selected college-level mathematics course and receive a GPA of at least 2.00 on all college-level course work.

() 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.

Approved: 2019-2020 Guided Pathway