AAS – Business Management
Marketing and Sales Management Specialization to
BAAS – Business
2025-2026 Transfer Pathway

Central Texas College
AAS Degree Requirements

CTC	Course Name	SCH	TAMUCT	CTC	Course Name	SCH	TAMUCT
MRKG 1311[1]	Principles of Marketing	3	*MRKG 1311*	ECON 2301	Principles of Macroeconomics	3	*CORE 090*
ENGL 1301	Composition I	3	*CORE 010*	CORE 050	Creative Arts Core	3	CORE 050
BUSI 1301	Business Principles	3	*BUSI 1301*	BMGT/BUSI/ BUSG/RELE/ ACNT[1]	BMGT/BUSI/ BUSG/RELE/ ACNT	3	*BMGT/BUSI/ BUSG/RELE/ ACNT*
ITSC 1309 or BCIS 1305[1]	Integrated Software Applications I or Business Computer Applications	3	*ITSC 1309 or BCIS 1305*	COMM 1307	Introduction to Mass Communication	3	*COMM 1307*
SPCH 1315 SPCH 1318 or SPCH 1321	Public Speaking Interpersonal Communication or Business and Professional Communication	3	*CORE 010*	MRKG 2371[1]	Consumer Behavior	3	*MRKG 2371*
MATH 1314 MATH 1332 MATH 1342 or MATH 1414	College Algebra Contemporary Mathematics Elementary Statistical Methods or College Algebra	3	*CORE 020*	MRKG 2372[1]	Strategies in Social Media Marketing	3	*MRKG 2372*
HRPO 1311[1]	Human Relations	3	*HRPO 1311*	MRKG 2333[1]	Principles of Selling	3	*MRKG 2333*
MRKG 2370[1]	Digital Marketing	3	*MRKG 2370*	COMM 2327	Introduction to Advertising	3	*COMM 2327*
MRKG 1302[1]	Principles of Retailing	3	*MRKG 1302*	MRKG 2348[1]	Marketing Research and Strategies	3	*MRKG 2348*
BMGT 2370 or BMGT 2388[1]	Management Applications or Internship - Business Administration and Management	3	*BMGT 2370 or BMGT 2388*	BMGT 2371 BMGT 2389 or BUSG 1371[1]	Management Applications II Internship - Business Administration and Management or Entrepreneur & Business Plan Development	3	*BMGT 2371 BMGT 2389 or BUSG 1371*
					Subtotal	**60**	

Central Texas College or Texas A&M University – Central Texas
Additional Lower-Level Degree Requirements

Central Texas College	Texas A&M University – Central Texas	Course Name	SCH
CORE 030[2]	CORE 030	Life and Physical Sciences Core	3
CORE 030[2]	CORE 030	Life and Physical Sciences Core	3
CORE 040[2]	CORE 040	Language, Philosophy, and Culture Core	3
CORE 060[2]	CORE 060	American History Core	3
CORE 060[2]	CORE 060	American History Core	3
CORE 070[2]	CORE 070	Government/Political Science Core	3
CORE 070[2]	CORE 070	Government/Political Science Core	3
ECON 2302[2]	CORE 080	Principles of Microeconomics	3
ACCT 2301[2]	CORE 090	Principles of Financial Accounting	3
ACCT 2302[2]	ACCT 2302	Principles of Managerial Accounting	3
BUSI 2305[2,3]	BUSI 2305	Business Statistics	3
		Subtotal	**33**

Texas A&M University - Central Texas
BAAS Degree Requirements

TAMUCT	Course Name	SCH	TAMUCT	Course Name	SCH
BUSI 3301	Professionalism and Communication in Business	3	ACCT 3301	Accounting and Finance Data Analytics I	3
MGMT 3350	Management and Organizational Behavior	3	BUSI 4301	Business Ethics and Corporate Social Responsibility	3
MKTG 3301 MKTG 3316 or MKTG 3318[4]	Marketing Consumer Behavior or Promotional Strategy	3	BUSI 4359	Business Strategy	3
FIN 3301[5]	Financial Management I	3	CIS 4350	Management Information Systems	3
BUSI 3344	Introduction to the Global Business Environment	3	UL COBA Elective or UL Micro-Credential Course[6]	Upper-Level COBA Elective or Upper-Level Micro-Credential Course	9
				Subtotal	**36**
				Total	**129**

Notes/Comments

TAMUCT offers upper-level courses (those labeled 3XXX-5XXX), while all lower-level courses (those labeled 1XXX-2XXX) should be completed at CTC. A minimum of 120 semester credit hours is required for all baccalaureate degrees. Pathways may exceed 120 semester credit hours, as certain courses required for the associate degree are transferable but not applicable to the baccalaureate degree. For help with pathway planning, please speak with an academic advisor or enrollment specialist. *This pathway is intended for planning and visualization purposes and is subject to change.*

1. This section has the following considerations:
   - May apply conferred Applied Arts and Sciences (A.A.S.) or Certificate of Completion (C.C.)
   - May consist of technical, vocational, or military credit (or a combination)
   - No student will be considered for the BAAS who has less than 12 semester credit hours in the combination of technical, vocational, or military training (12 hours must be technical/vocational training if no military training)
   - With the qualifying 12 semester credit hours, a student may include specified academic electives up to the maximum 36 semester credit hours.
   - A maximum of 36 semester credit hours will be allowed.
   - See the College of Business Administration's academic advisors for more information.
2. The **AAS** does not fulfill all the lower-level courses required for the undergraduate degree. Students will need to complete the remaining lower-level courses at CTC. Please discuss the consortium agreement procedure with a TAMUCT financial aid advisor.
3. Students may fulfill this degree requirement by successfully completing in BUSI 3311 at TAMUCT.