



AA General Studies – Business Field of Study to  
BBA Marketing  
**Guided Pathway**  
Effective beginning with the 2022-2023 catalog year



**First Year - Collin College**

FIRST SEMESTER	SECOND SEMESTER
<sup>c</sup> ENGL 1301 Composition I	<sup>c</sup> ENGL 1302 Composition II
<sup>c</sup> MATH 1324 Math. For Business & Social Sciences	<sup>c</sup> ECON 2301 Principles of Microeconomics
<sup>c</sup> Creative Arts course (see list below)	BCIS 1305 Business Computer Applications
<sup>c</sup> HIST 1301 US History I	<sup>c</sup> HIST 1302 US History II
BUSI 1301 Business Principles	<sup>c</sup> SPCH 1321 Business & Prof. Comm. (see list below)
15 credit hours	15 credit hours

**Second Year - Collin College**

FIRST SEMESTER	SECOND SEMESTER
ACCT 2301 Principles of Financial Accounting	ACCT 2302 Principles of Managerial Accounting
ECON 2301 Principles of Microeconomics	BUSI 2305 Business Statistics
<sup>c</sup> Core Elective (see list below)	<sup>c</sup> Language, Philosophy, & Culture (see list below)
<sup>c</sup> Life & Physical Sciences (see list below)	<sup>c</sup> Life & Physical Sciences (see list below)
<sup>c</sup> GOVT 2305 Federal Government	<sup>c</sup> GOVT 2306 Texas Government
15 credit hours	15 credit hours

**AA General Studies – Business Field of Study**

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

<sup>c</sup> Core Curriculum transferrable to any public college of university in Texas.

**Third Year – Texas Southern University**

Students must fulfill Texas Southern University admissions requirements which can be found on the Texas Southern University website.

FIRST SEMESTER	SECOND SEMESTER
MGSC 304—Information Technology	MKTG 307—Marketing Channels and Institutions
FIN 301—Basic Financial Management	MGSC 302—Operations Management
MGMT 300—Principles of Management	MKTG 336—Marketing Communications
MKTG 306—Principles of Marketing	BADM 234—Legal and Regulatory Environment of Bus.
MGSC 331—Business Statistics II	Business Elective
15 credit hours	15 credit hours

**Fourth Year – Texas Southern University**

FIRST SEMESTER	SECOND SEMESTER
Business Elective	MKTG 431—Entrepreneurial Marketing
MKTG 430—Marketing Decision Making: Theory and	MKTG 432—International Marketing
BADM 466—Business Internship	MKTG 435—Strategic Marketing Management
Business Elective	MGMT 450—Organizational Policy and Strategy
Business Elective	Business Elective
15 credit hours	15 credit hours

**BBA Marketing**

Contact your advisor at Texas Southern University for information about applying for your Bachelor's degree.

**Collin Options:**

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

Language, Philosophy, & Culture - **ENGL** 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343, **HIST** 2311, 2312, 2321, 2322, **HUMA** 1301, **PHIL** 1301, 1304, 2303, 2306, 2307, 2321

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

Speech –**SPCH** 1311, 1315, or 1321

Core Elective – **EDUC** 1100, 1300, **KINE** 1164, 1304, 1338, OR any core course not used to meet other requirements of another component