



**AAS Marketing**  
**BAAS Organizational Leadership**  
**Guided Pathway**



Effective beginning with the 2022-2023 catalog

**First Year – Collin College**

FIRST SEMESTER	SECOND SEMESTER
BMGT 1327 Principles of Management	<sup>c</sup> ENGL 1301 Composition I
MRKG 1301 Customer Relationship Management	IBUS 1354 International Marketing Management
MRKG 1311 Principles of Marketing	MRKG 2312 eCommerce Marketing
MRKG 2333 Principles of Selling	MRKG 2348 Marketing Research and Strategies
<sup>c</sup> Speech (see list below)	MRKG 2349 Advertising and Sales Promotion
15 credit hours	18 credit hours

**Second Year – Collin College**

FIRST SEMESTER	SECOND SEMESTER
BMGT 2303 Problem Solving and Decision Making	BMGT 1341 Business Ethics
BUSG 2309 Small Business Management/Entrepreneurship	<sup>c</sup> Social/Behavioral Sciences (see list below)
<sup>c</sup> Mathematics (see list below)	<sup>c</sup> Humanities/Fine Arts (see list below)
MRKG 2371 Strategies in Social Media Marketing	MRKG 2373 Digital Marketing Analytics
MRKG 2372 Digital Marketing	MRKG 2381 Cooperative Education - Marketing/Marketing Management, General (Capstone)*
15 credit hours	12 credit hours

\*May substitute BUSG 2371 with consent of Discipline Lead and approved by Program Director/Associate Dean (prior to registering).

**AAS Marketing**

Contact your advisor at Collin College for information about applying for your associate degree.

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

**Texas A&M University – Commerce**

7-Week Term		7-Week Term	
ENG 1302 Written Argument/Research	3 hrs	HIST 1301 US History to 1877	3 hrs
Degree Pathway	3 hrs	Creative Arts or Lang., Philosophy & Culture (one not completed)	3 hrs
7-Week Term		7-Week Term	
HIST 1302 US History from 1865	3 hrs	PSCI 2305/GOVT 2305 Federal Government	3 hrs
Life and Physical Science	3 hrs	Life and Physical Science	3 hrs
7-Week Term		7-Week Term	
PSCI 2306/GOVT 2306 Texas Government	3 hrs	ORGL 3311 Foundations of Organizational Leadership	3 hrs
300/400 Upper-Level Professional Development Elective	3 hrs	ORGL 3321 Organizational Communication	3 hrs
7-Week Term		7-Week Term	
ORGL 3322 Organizational Ethics	3 hrs	ORGL 3332 Organizational Behavior	3 hrs
ORGL 3331 Data-Driven Decision Making	3 hrs	ORGL 4341 Leadership Theory	3 hrs
7-Week Term		7-Week Term	
ORGL 4342 Leading Diverse and Inclusive Teams	3 hrs	ORGL 4352 Capstone I	3 hrs
ORGL 4343 Leading Change	3 hrs	ORGL 4361 Capstone II	3 hrs

This is not an official degree plan and subject to change at both institutions. Please visit with an advisor or check online for updates. For questions concerning the A&M Commerce section of this degree plan contact [CiDadvising@tamuc.edu](mailto:CiDadvising@tamuc.edu).

**BAAS Organizational Leadership**

**Collin Options:**

Mathematics - choose one from: **MATH** 1314, 1316, 1324, 1325, 1332, 1342, 1350, 1351, 2305, 2318, 2320, 2412, 2413, 2414, 2415

Humanities/Fine Arts - choose one from: **ENGL** 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343, **HIST** 2311, 2312, 2321, 2322, **HUMA** 1301, **PHIL** 1301, 1304, 2303, 2306, 2307, 2321, **ARTS** 1301, 1303, 1304, 1313, **DANC** 2303, **DRAM** 1310, 2361, 2362, 2366, **MUSI** 1306, 1307, 1310

Social/Behavioral Sciences – choose one from: **ECON** 1301, 2301, 2302, **PSYC** 2301

Speech – **SPCH** 1311, 1315, 1321