



AA, Business to  
Bachelor of Business Administration - Marketing  
**Guided Pathway**  
Effective for the 2017-2018 Catalog



### First Year – Hill College

FIRST SEMESTER	SECOND SEMESTER
<sup>C</sup> ENGL 1301 Composition I (010)	<sup>C</sup> ENGL 1302 Composition II (020)
<sup>C</sup> HIST 1301 U.S. History I (060)	<sup>C</sup> HIST 1302 U.S. History II (060)
<sup>C</sup> MATH 1324 Math for Bus. & Social Sciences (020)	<sup>C</sup> SPCH 1315 Public Speaking (090)
PHED, 1 Hour	<sup>C</sup> Creative Arts core
BUSI 1301 Business Principles	<sup>C</sup> ECON 2302 Principles of Microeconomics (080)

Total Semester Hours: 13

Total Semester Hours: 15

### Second Year – Hill College

It's best to apply to Texas 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
ACCT 2301 Principles of Financial Accounting	ACCT 2302 Principles of Managerial Accounting
<sup>C</sup> Life and Physical Science core w/lab (030)	<sup>C</sup> Life and Physical Science core w/lab (030)
<sup>C</sup> GOVT 2305 Federal Government (070)	<sup>C</sup> GOVT 2306 Texas Government (070)
BCIS 1305 Business Computer Applications	<sup>C</sup> Language, Philosophy and Culture core
ECON 2301 Principles of Macroeconomics	BUSI 2301 Business Law

Total Semester Hours: 16

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**Texas Tech Required Additional Courses** (can be taken at Hill College-see advisor): MATH 1325 Calculus for Business & Social Sciences, MATH 1342 Elementary Statistical Methods

### AA: Business

You will need to apply for the associate's degree at your community college. Contact your advisor there for more information.

### Third Year – Texas Tech University

FIRST SEMESTER	SECOND SEMESTER	THIRD SEMESTER (SUMMER)
BA 1101 Fundamentals of Business Professionalism	MKT 3356 Marketing Research and Analysis	Freshman Foreign Language (if needed)
MKT 3350 Introduction to Marketing	FIN 3320 Financial Management	2nd Freshman Forg. Lang. (if needed)
MGT 3370 Organization & Mgmt.	Group A 3000 or 4000 level course	
BCOM 3373 Business Communication	BLAW 3391 Business Law I	
Elective (3 semester credit hours)	Elective (3 semester credit hours)	
ISQS 3344 Intro to Production and Operations Management		

Total Semester Hours: 17

Total Semester Hours: 15

Total Semester Hours: 6-10

### Fourth Year – Texas Tech University

FIRST SEMESTER	SECOND SEMESTER
BECO 4310 Applied Busi Economics	MKT 4385 Market Strategy
Group A 3000 or 4000 level course	Group A 3000 or 4000 level course
Group A 3000 or 4000 level course	Group A 3000 or 4000 level course
Group B 3000 or 4000 level course	Group B 3000 or 4000 level course
Elective (3 semester credit hours)	Elective (3 semester credit hours)

Total Semester Hours: 15

Total Semester Hours: 15

**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.

<sup>C</sup> This course counts for the Core Curriculum at any public college or university in Texas.

For questions about the University portion of this pathway,  
Contact the Office of Community College & Transfer Relations at (806) 742-0876 or [cctr@ttu.edu](mailto:cctr@ttu.edu).