



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



First Year – Hill College

| FIRST SEMESTER | SECOND SEMESTER |
|--|---|
| ^C ENGL 1301 Composition I (010) | ^C ENGL 1302 Composition II (020) |
| ^C HIST 1301 U.S. History I (060) | ^C HIST 1302 U.S. History II (060) |
| ^C MATH 1324 Math for Bus. & Social Sciences (020) | ^C SPCH 1315 Public Speaking (090) |
| PHED, 1 Hour | ^C Creative Arts core |
| BUSI 1301 Business Principles | ^C 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 |
| ^C Life and Physical Science core w/lab (030) | ^C Life and Physical Science core w/lab (030) |
| ^C GOVT 2305 Federal Government (070) | ^C GOVT 2306 Texas Government (070) |
| BCIS 1305 Business Computer Applications | ^C Language, Philosophy and Culture core |
| ECON 2301 Principles of Macroeconomics | BUSI 2301 Business Law |

Total Semester Hours: 16

Total Semester Hours: 16

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 | MKT 3352 Consumer Behavior | 2nd Freshman Forg. Lang. (if needed) |
| MGT 3370 Organization & Mgmt. | FIN 3320 Financial Management | |
| 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 |
|--|------------------------------------|
| MKT 4350 Personal Selling | MKT 4359 Sales Management |
| BECO 4310 Applied Busi Economics | MKT 4385 Market Strategy |
| Group A 3000 or 4000 level course | Group A 3000 or 4000 level course |
| MKT 4354 Integrated Marketing Communications | Group B 3000 or 4000 level course |
| ENGL 2311 or 3365 | 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.

^C 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.*