



**AAS in Multimedia Marketing and Production to  
Bachelor of Applied Arts & Sciences in Business  
Effective for the 2017-2018 Catalog**



**First Year Tyler Junior College**

<b>FIRST SEMESTER (15 SCH)</b>	<b>SECOND SEMESTER (15 SCH)</b>
<sup>C</sup> COMM 1307 Introduction to Mass Communication <sup>080</sup>	COMM 2332 Radio/Television News
COMM 1335 Introduction to Electronic Media	ARTC 1305 Basic Graphic Design
COMM 2303 Audio Production	RTVB 2330 Film & Video Editing
IMED 1301 Introduction to Digital Media	<sup>C</sup> ARTS 1301 Art Appreciation <sup>050*</sup>
<sup>C</sup> ENGL 1301 Composition I <sup>010</sup>	<sup>C</sup> SPCH 1321 Business & Professional Communication <sup>010</sup>

**Second Year Tyler Junior College**

It is best to apply to TWU a full semester before you plan to transfer. It will help if you submit a copy of this pathway with your application.

<b>FIRST SEMESTER (15 SCH)</b>	<b>SECOND SEMESTER (15 SCH)</b>
COMM 2330 Introduction to Public Relations	COMM 2327 Introduction to Advertising
RTVB 2351 Programming for Radio and TV	RTVB 1345 Broadcast Engineering
<sup>C</sup> ECON 2301 Principles of Macroeconomics <sup>080*</sup>	RTVB 2339 Broadcast Sales
<sup>C</sup> MATH 1314 College Algebra <sup>020*</sup>	MRKG 1311 Principles of Marketing
IMED 1316 Web Design I	RTVB 2386 Internship-Radio & Television

**AAS: Multimedia Marketing and Production**

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

**Third Year Texas Woman's University**

<b>FIRST SEMESTER (15 SCH)</b>	<b>SECOND SEMESTER (15 SCH)</b>
<sup>C</sup> Life & Physical Sciences <sup>030*</sup>	<sup>C</sup> Life & Physical Sciences <sup>030*</sup>
<sup>C</sup> HIST 1013 US History I <sup>060</sup> (HIST 1301)	<sup>C</sup> HIST 1023 US History II <sup>060</sup> (HIST 1302)
<sup>C</sup> GOV 2013 U.S. Government <sup>070</sup> (GOVT 2305)	<sup>C</sup> GOV 2023 Texas Government <sup>070</sup> (GOVT 2306)
<sup>C</sup> Language, Philosophy & Culture <sup>040</sup>	<sup>C</sup> Core Component Area Option <sup>090</sup>
BUS 3003 Principles of Management	<sup>C</sup> BUS 3393 Law for Women <sup>090</sup>

**Fourth Year Texas Woman's University**

<b>FIRST SEMESTER (15 SCH)</b>	<b>SECOND SEMESTER (15 SCH)</b>
BUS 3513 Professional Presentation Strategies	BUS 4223 Human Behavior in Business Admin
BUS 3113 Principles of Marketing	BUS 3243 Entrepreneurship
BUS 3163 Business Communications	BUS 4903 ST: Finance for Small Business
BUS 3183 International Business <sup>GP</sup>	BUS 4903 ST: Info Systems/Data
BUS 3273 Human Resource Management	BUS 4343 Business Leadership Strategies

**This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs.**

\*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. Sometimes, taking a specific course to meet a Core requirement will also fulfill other requirements for your degree. If this course meets more than one requirement it is listed as the correct option (with no asterisk).

<sup>GP</sup>TWU Global Perspective graduation requirement

()Course numbers shown in parentheses are equivalent to these courses at Texas Woman's University.

For questions about the TWU portion of this guided pathway,  
Contact the School of Management Advising at 940 898-2957 and/or som@twu.edu