



**Business Field of Study to  
Bachelors of Business Administration  
in Marketing  
Guided Pathway**  
Effective beginning with the 2019-2020 catalog



### First Year - Collin College

(Developmental coursework may be required.)

FIRST SEMESTER	SECOND SEMESTER
ENGL 1301 Composition I (3 CH)	ENGL 1302 or ENGL 2311 (3 CH)
MATH 1324 Math for Business and Social Sciences (3 CH)	Life/Physical Science (see list) (4 CH)
BUSI 1301 Business Principles (3 CH)	MATH 1325 Calculus for Bus. and Soc. Sciences (3 CH)
HIST 1301 United States History I (3 CH)	HIST 1302 United States History II (3 CH)
ACCT 2301 Principles of Financial Accounting (3 CH)	ACCT 2302 Principles of Managerial Accounting (3 CH)
15 credit hours	16 credit hours

### Second Year - Collin College

Apply to UNT a full semester before you plan to transfer, providing a copy of this pathway document is recommended.

FIRST SEMESTER	SECOND SEMESTER
GOVT 2305 Federal Government (3 CH)	GOVT 2306 Texas Government (3 CH)
Life/Physical Science (see list) (4 CH)	Creative Arts (see list) (3 CH)
ECON 2301 Principles of Macroeconomics (3 CH)	ECON 2302 Principles of Microeconomics (3 CH)
BCIS 1305 Business Computer Applications (3 CH)	SPCH 1315 OR SPCH 1321 (3 CH)
Lang, Phil, & Culture (see list) (3 CH)	BUSI 23XX Business Statistics
16 credit hours	15 credit hours

### AA Business Field of Study

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

### Third Year – University of North Texas at Frisco

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

FIRST SEMESTER	SECOND SEMESTER
MKTG 3010 Professional Selling (3 CH)	MKTG 3710 Marketing Research & Analytics (3 CH)
MKTG 3650 Foundations of Marketing Practices (3 CH)	MKTG 4120 Consumer Behavior (3 CH)
MKTG 3700 Marketing Metrics (3 CH)	MGMT 3720 Organizational Behavior (3 CH)
DSCI 3710 Business Statistics with Spreadsheets (3 CH)	FINA 3770 Finance (3 CH)
BUSI 3660 Professional Speaking, Writing and Presentation (3 CH)	BUSI 2200 Professional Development II (1 CH)
BUSI 1200 Professional Development I (1 CH)	
16 credit hours	13 credit hours

### Fourth Year – University of North Texas at Frisco

FIRST SEMESTER	SECOND SEMESTER
LSCM 3960 Logistics and Supply Chain Mgmt (3 CH)	MKTG 3881 Personal Professional Behavior (1 CH)
BLAW 3430 Legal and Ethical Environment of Business (3 CH)	MKTG 4890 Applied Marketing Problems (3 CH)
BCIS 3610 Basic Information Systems (3 CH)	MKTG 4330 Strategic Brand Management (3 CH)
MKTG 4520 Marketing Channels and Strategic Partnerships (3 CH) (ONLINE)	MKTG 3660 Advertising Mgmt (3 CH) (ONLINE)
MKTG 4280 Global MKTG Issues and Practices (3 CH)	BUSI 4940 Business Policy (3 CH)
	Electives (as necessary to reach 120 total hrs for degree)
15 Credit Hours	13+ credit hours

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

**UNT at Frisco course rotation subject to change.**

**Collin College Options**

Life & Physical Sciences – choose two from: **BIOL** 1406, 1407, 1408, 1409, 1414, 1415, 2401, 2402, 2404, 2406, 2416, 2420, 2421, **CHEM** 1405, 1411, 1412, 2423, 2425, **ENVR** 1401, 1402, **GEOL** 1401, 1402, 1403, 1404, 1445, 1447, **PHYS** 1401, 1402, 1403, 1404, 1405, 1410, 1415, 14172425, 2426

Language, Philosophy, & Culture – choose one from: **ENGL** 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343

Creative Arts – choose one from: **ARTS** 1301, 1303, 1304, 1313, **DANC** 2303, **DRAM** 1310, 2361, 2362, 2366, **MUSI** 1306, 1307, 1310

### BBA Marketing

Contact the **UNT at Frisco Transfer Generalist** Academic Advising Office at (972) 668-7100 or [UNTFrisco.Advising@unt.edu](mailto:UNTFrisco.Advising@unt.edu)