



**Associate in Applied Science in
Marketing Careers – Business Marketing to
Bachelor of Applied Arts and Sciences
Guided Pathway
Effective for the 2019-2020 catalog¹**



**BACHELOR OF
APPLIED ARTS
& SCIENCES**
Experience
Discovery
Collaboration
Application

First Year – Brookhaven and Cedar Valley College²

FIRST SEMESTER		SECOND SEMESTER	
MRKG 1302 – Principles of Retailing		MRKG 2333 – Principles of Selling	
BMGT 1327 – Principles of Management		p ^c pECON 2301 – Principles of Macroeconomics (080)	
BUSI 1301 – Business Principles		p ^c ENGL 1302 – Composition II (010)	
p ^c ENGL 1301 – Composition I (010)		p ^c MATH Elective* (020)	
p ^c Humanities/Fine Arts Elective* (040 OR 050)		p ^c SPCH 1311 – Introduction to Speech Communication (090) OR p ^c SPCH 1315 – Public Speaking (090)	
Total Semester Hours: 15		Total Semester Hours: 15	

Second Year – Brookhaven and Cedar Valley College

It's best to apply to University of North Texas 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	
MRKG 1311 – Principles of Marketing		MRKG 2349 – Advertising and Sales Promotion	
MRKG 1381 – Cooperative Education-Marketing/Marketing Management, General		MRKG 1301 – Customer Relationship Management	
ACCT 2301 – Principles of Financial Accounting OR ACNT 1303 – Introduction to Accounting I		MRKG 2381 – Cooperative Education-Marketing/Marketing Management, General	
BMGT 2303 – Problem Solving and Decision Making [^] OR POFT 2312 – Business Correspondence and Communication [^]		HRPO 2307 – Organizational Behavior	
p ^c PSYC 2301 – General Psychology		HRPO 2301 – Human Resources Management	
Total Semester Hours: 15		Total Semester Hours: 15	

AAS: Marketing Careers – Business Marketing (60 hours)

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

Third Year Courses – University of North Texas

FIRST SEMESTER		SECOND SEMESTER	
BAAS 3020 - Inquiry and Discovery		BAAS 3000 – Pathways to Civic Engagement	
^c Component Area		^c Life and Physical Science	
^c Life and Physical Science		^c HIST 2620 – US History since 1865(HIST 1302)	
MKTG 3010– Professional Selling (Conc. 2)		MKTG 3650– Foundations of Marketing (Conc. 2)	
3XXX-4XXX Concentration 3		3XXX-4XXX Concentration 3	
Total Semester Hours: 15		Total Semester Hours: 15	

Fourth Year Courses – University of North Texas

FIRST SEMESTER		SECOND SEMESTER	
^c Fine Arts course or Humanities course depending on what is taken in first year. 3XXX-4XXX		BAAS 4100 - Managing a 21 st Century Career	
^c PSCI 2306 - US and Texas Constitutions and Institutions (GOVT 2306)		^c PSCI 2305 – American Gov't: Process & Policies (GOVT 2305)	
^c HIST 2610 – US History to 1865 (HIST 1301)		Elective 3XXX-4XXX	
3XXX-4XXX Concentration 3		3XXX-4XXX Concentration 3	
MKTG 3660– Advertising Management (Conc. 2)		MKTG 4120– Consumer Behavior (Conc. 2)	
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.

¹ You may use this pathway if you entered one of the seven colleges on or before this date.

² Students must earn at least 25% of the credit hours (15 hours) required for graduation through instruction by one of the seven colleges of the DCCCD awarding the degree.

^c This course counts for the Core Curriculum at any public college or university in Texas.

^{*} There are several options to fulfill this requirement. See your academic advisor for a specific list.

[^] To earn the Customer Service Representative Certificate (CC) you will need to complete both BMGT 2303 **AND** POFT 2312.

You must earn a grade of "C" or better in English 1301 and the selected college-level mathematics course.

(j) Course numbers shown in parentheses are equivalent to these courses at UNT.

Approved: 2019-2020 Guided Pathway

UNT Concentrations:

In this plan, one Applied Arts and Science concentration is drawn from the community college coursework. A second is shown for illustration, and a third left open. There are many other possible concentrations that can be selected in consultation with your academic advisor.

For questions about the University portion of this guided pathway, contact the
UNT Applied Arts and Sciences Unit Office at (940) 369-8129, baas@unt.edu, or <http://baas.unt.edu>

