



AAS in Business Management Marketing & Sales Management Specialization to  
**Bachelor of Applied Arts and Sciences**  
**Guided Pathway**

Effective for the 2019-2020 Catalog



**First Year – Central Texas College**

FIRST SEMESTER	SECOND SEMESTER
HRPO 1311 Human Relations	°MATH 1314, 1332, 1342 or 1414
°ENGL 1301 Composition I	MRKG 1311 Principles of Marketing
BUSI 1301 Business Principles	BMGT 1325 Office Management
ITSC 1309 Integrated Software Applications I OR BCIS 1305 Business Computer Applications	MRKG 1302 Principles of Retailing
°SPCH 1315, 1318, or 1321	BMGT 2370, 2488, or RELE 2488

**Second Year – Central Texas College**

It's best to apply to UNT 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
°ECON 2301 or 2302	ACCT 2302 Principles of Managerial Accounting OR ACNT 1304 Introduction to Accounting II
°Humanities/Fine Arts Selection*	BUSG 2305 Business Law/Contracts OR BUSI 2301 Business Law
BMGT/BUSI/BUSG/RELE/ACNT Elective	MRKG 2333 Principles of Selling
ACCT 2301 Principles of Financial Accounting OR ACNT 1303 Introduction to Accounting I	Elective*
	BMGT/BUSI/BUSG/RELE Elective
	BMGT 2371, 2489 or RELE 2489

**AAS: Business Management Marketing & Sales Management Specialization**

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

**Third Year – University of North Texas**

FIRST SEMESTER	SECOND SEMESTER
<b>BAAS 3020</b> - Inquiry and Discovery	<b>BAAS 3000</b> – Pathways to Civic Engagement
°ENGL 1320 – College Writing II (ENGL 1302)	°Life and Physical Science
°Life and Physical Science	°PSCI 2305 – American Gov't: Process & Policies  (GOVT 2305)
<b>MKTG 3010</b> – Professional Selling (Conc. 2)	<b>MKTG 3650</b> – Foundations of Marketing (Conc. 2)
<b>3XXX-4XXX Concentration 3</b>	<b>3XXX-4XXX Concentration 3</b>

**Fourth Year – University of North Texas**

FIRST SEMESTER	SECOND SEMESTER
°Fine Arts course or Humanities course depending on what is taken in first year.	<b>BAAS 4100</b> - Managing a 21 <sup>st</sup> Century Career
°HIST 2610 – US History to 1865 (HIST 1301)	°PSCI 2306 - US and Texas Constitutions and Institutions (GOVT 2306)
°Component Area Option 3XXX-4XXX	°HIST 2620 – US History since 1865(HIST 1302)
<b>3XXX-4XXX Concentration 3</b>	<b>3XXX-4XXX Concentration 3</b>
<b>MKTG 3660</b> – Advertising Management (Conc. 2)	<b>MKTG 4120</b> – Consumer Behavior (Conc. 2)

**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.
- ° This course counts for the Core Curriculum at any public college or university in Texas.
- () Course numbers shown in parentheses are equivalent to these courses at UNT.

**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 degree plan, contact the UNT Applied Arts and Sciences Unit Office at (940) 369-8129, [baas@unt.edu](mailto:baas@unt.edu) <http://baas.unt.edu>