AAS in Marketing to
Bachelor of Applied Arts & Sciences Degree
Traditional Concentration
Guided Pathway
Effective for the 2019-2020 Catalog
First Year – Collin College

FIRST SEMESTER	SECOND SEMESTER
BMGT 1307 - Team Building	**BMGT 1305** - Communications in Management
BMGT 2303 - Problem Solving and Decision Making	**BMGT 1341** - Business Ethics
^C**MATH 1332** - Contemporary Mathematics * (020)	**BUSG 2309** - Small Business Management/Entrepreneurship
MRKG 1301 - Customer Relationship Management	^C**ENGL 1301** - Composition I (010)
MRKG 1311 - Principles of Marketing	**IBUS 1354** - International Marketing Management
	MRKG 2349 - Advertising and Sales Promotion

Second Year – Collin College

It's best to apply to Midwestern State 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
BMGT 1327 - Principles of Management	^C**ECON 1301** - Introduction to Economics* (080)
^C**GEN ED - Humanities/Fine Arts** course	**MRKG 2348** - Marketing Research and Strategies*
IBUS 2341 - Intercultural Management	**MRKG 2381** - Cooperative Education - Marketing/Marketing Management, General (Capstone)
MRKG 2312 - eCommerce Marketing	^C**SPCH 1321 -** Business and Professional Communication* (090)
MRKG 2333 - Principles of Selling	

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

Third Year – Midwestern State University Bachelor of Applied Arts & Sciences Degree
Traditional Concentration

FIRST SEMESTER	SECOND SEMESTER
^cENGL 1153 (1302) Academic Writing & Lit	^cCreative Arts
^cLife & Physical Science	^cLife & Physical Science
^cHIST 1133 (1301) U.S. History from 1865	^cHIST 1233 (1302) U.S. History since 1865
^cPOLS 1333 (GOVT 2306)*	^cPOLS 1433 (GOVT 2305)*
^cCultural & Global Understanding	^cUndergraduate Inquiry
Computer Science	

Fourth Year – Midwestern State University Bachelor of Applied Arts & Sciences Degree
Traditional Concentration

FIRST SEMESTER	SECOND SEMESTER
Select Professional Dev Courses w/Advisor	Select Professional Dev Courses w/Advisor
Select Professional Dev Courses w/Advisor	Select Professional Dev Courses w/Advisor
Select Professional Dev Courses w/Advisor	Select Professional Dev Courses w/Advisor
Select Professional Dev Courses w/Advisor	Select Professional Dev Courses w/Advisor
Select Professional Dev Courses w/Advisor	Select Professional Dev Courses w/Advisor
Select Professional Dev Courses w/Advisor	BAAS 4113 – Capstone

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.
   () Course numbers shown in parentheses are equivalent to these courses at Midwestern State University.
*Collin Options:
Mathematics/Life & Physical Sciences –**MATH** 1314, 1414, 1316, 1342, 2305, 2318, 2320, 2412, 2413, 2414, 2415. 1324, 1325, 1332, 1350, 1351, **BIOL** 1406, 1407, 1414, 1415, 2401, 2402, 2406, 2416, 2421, 1408, 1409, 2404, 2420, **CHEM** 1411, 1412, 2423, 2425, 1405, GEOL, 1401, **ENVR** 1401, 1402, **GEOL** 1403, 1404, **PHYS** 1401, 1402, 2425, 2426**,** 1402, 1445, 1447, 1403, 1404, 1405, 1410, 1415, 1417
Humanities/Fine Arts - choose one from: **ENGL** 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343, **HIST** 2311, 2312, 2321, 2322, **HUMA** 1301, **PHIL** 1301, 1304, 2303, 2306, 2307, 2321, **ARTS** 1301, 1303, 1304, 1313, **DANC** 2303, **DRAM** 1310, 2361, 2362, 2366, **MUSI** 1306, 1307, 1310
Social and Behavioral Sciences – choose one from: **ANTH** 2302, 2346, 2351, **ECON** 2301, 2302, **PSYC** 2301, **SOCI** 1301, 1306, **GOVT** 2305, 2306, **HIST** 1301, 1302, 2301
Speech – choose one from: **SPCH** 1311, 1315, 1321