



Guided Pathway
 AA/AS General Studies to Bachelor of Business
 Administration in Marketing
 Effective Fall 2019



Assumes community college education included ENGL 1301 and 1302 (or 2311), MATH 1325 and 1342, SPCH 1315 or 1321, GOVT 2305 and 2306, ECON 2301 and 2302, BCIS 1305, ACCT 2301 and 2302, HIST 1301 and 1302, as well as courses to complete the creative arts, sciences, culture, and component areas of the university core curriculum. An advisor can assist with modification of the plan below if any of these assumptions are not met.

Third Year – University of North Texas (19-20)

Students must fulfill UNT admissions requirements which can be found on the UNT website.

FALL SEMESTER	SPRING 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)	Free Elective, as needed (1 CH)
16 credit hours	14 credit hours

Fourth Year – University of North Texas (20-21)

FALL SEMESTER	SPRING 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)
15 credit hours	13 credit hours

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

Collin College Options

***Communication (010)** - ENGL 2311 meets Technical Writing Requirement

Life & Physical Sciences (030) – choose two from: **BIOL** 1406, 1407, 1414, 1415, 2401, 2402, 2406, 2416, 2421, **CHEM** 1411, 1412, 2423, 2425, **ENVR** 1401, 1402, **GEOL** 1403, 1404, **PHYS** 1401, 1402, 2425, 2426. (AA and AAT degrees may also choose from: **BIOL** 1408, 1409, 2404, 2420, **CHEM** 1405, **GEOL**, 1401, 1402, 1445, 1447, **PHYS** 1403, 1404, 1405, 1410, 1415, 1417)

Language, Philosophy, & Culture (040) - choose one from: **ENGL** 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343 (will satisfy sophomore level literature course for AA degree)

Creative Arts (050) - choose one from: **ARTS** 1301, 1303, 1304, 1313, **DANC** 2303, **DRAM** 1310, 2361, 2362, 2366, **MUSI** 1306, 1307, 1310

v. 5-1-2019