



Guided Pathway
 AA/AS General Studies to Bachelor of Business Administration
 in Marketing
 Effective Fall 2020



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 (20-21)

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 and Analytics (3 CH)
MKTG 3650 Foundations of Marketing (3 CH)	FINA 3770 Finance (3 CH)
DSCI 3710 Business Statistics with Spreadsheets (3 CH)	BLAW 3430 Legal and Ethical Environment of Business (3 CH)
LSCM 3960 Logistics and Supply Chain Management (3 CH)	MKTG 4330 Product Planning and Brand Management (3 CH)
MKTG 3700 Marketing Metrics (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 (21-22)

FALL SEMESTER	SPRING SEMESTER
MGMT 3720 Organizational Behavior (3 CH)	MKTG 4620 E-Commerce Marketing Tools (3 CH)
MKTG 4120 Consumer Behavior (3 CH)	MKTG 4890 Applied Marketing Problems (3 CH)
BUSI 3660 Professional Speaking, Writing, and Presentation (3 CH)	MKTG 3881 Personal Professional Development (1 CH)
BCIS 3610 Basic Information Systems (3 CH)	MKTG 4520 Marketing Channels and Strategic Partnerships (3 CH)
MKTG 4280 Global Marketing 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. 5-2-2019