



# Associate of Arts to Bachelor of Science in Marketing (Online)

## SEMESTER-BY-SEMESTER MAP FOR FULL-TIME STUDENTS

2024-25 Catalog Year • Business, Hospitality and Global Trade Career Path  
Available at Brookhaven, Eastfield, El Centro, Mountain View, North Lake, Richland campuses

Although there may be several options to fulfill certain requirements for the associate’s degree, please note that this pathway lists the specific courses leading to this bachelor’s degree. All plans can be modified to fit the needs of part-time students. This is not an official degree plan. Refer to catalog for official degree requirements. You must receive a GPA of at least 2.00 on all college-level course work. Students must earn at least 25% of the credit hours required for graduation through instruction by Dallas College. Certain courses for this program are only offered at the Brookhaven Campus, Eastfield Campus, El Centro Campus, Mountain View Campus, North Lake Campus and Richland Campus. Contact your advisor for information.

A.A. DEGREE MINIMUM: 60 SEMESTER CREDIT HOURS

Semester 1 (13 hours)	Semester 2 (15 hours)
ENGL 1301 – Composition I	ENGL 1302 – Composition II
HIST 1301 – United States History I	HIST 1302* – United States History II
MATH 1324 – Mathematics for Business and Social Sciences	BUSI 1301 – Business Principles
SPCH 1315 – Public Speaking (required course for ACU) <i>or</i> SPCH 1321 – Business and Professional Communication	ECON 2302 – Principles of Microeconomics
	BCIS 1305 – Business Computer Applications
PHED 1164 – Introduction to Physical Fitness and Wellness	

Semester 3 (16 hours)	Semester 4 (16 hours)
BIOL 1408* – Biology for Non-Science Majors I	BIOL 1409* – Biology for Non-Science Majors II
GOVT 2305 – Federal Government	GOVT 2306 – Texas Government
ENGL 2332* – World Literature I	BUSI 2305 – Business Statistics
ACCT 2301 – Principles of Financial Accounting	ACCT 2302 – Principles of Managerial Accounting
ECON 2301 – Principles of Macroeconomics	ARTS 1301* – Art Appreciation

\*ACU prefers these courses, but there are several options to fulfill this requirement. Contact your academic advisor for a specific list.

# ACU TRANSFER TRACK



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For questions about the Abilene Christian University portion of this transfer pathway, contact the Admissions Office at (855) 219-7300. It is best to apply to ACU a full semester before you plan to transfer. It will help if you submit a copy of this pathway with your application. Abilene Christian University only accepts transfer course work with a grade of “C” or higher.

Semester 1 (12 hours)	Semester 2 (12 hours)
BIBL 103 – Story of the New Testament	BIBL 211 – Message of the Old Testament
BLAO 363 – Legal Environment of Business	ISO 324 – Management Information Systems
FINO 310 – Financial Management	MGMO 330 – Management and Organizational Behavior
ISO 322 – Business Statistics	MGMO 438 – Global Strategy

Semester 3 (12 hours)	Semester 4 (12 hours)
BIBT 342 - Christianity in Culture	CHOOSE 3-4 Courses from a Specialty Track Below
MKTO 320 - Principles of Marketing	
CHOOSE 2 Courses from a Specialty Track	

**General Track** – MKTO 342 *and* one of the following courses: MKTO 300-499 or MGMO 390

**Analytics Track** – CSO 115 *and* ITO 220

**General Track (4 total courses)** – choose two of the following courses: MKTO 300-499 or MGMO 390 *and* two of the following courses: ACCT, ACTO, BLAW, BLAO, BUSA, BUSO, ECON, ECNO, FIN, FINO, IS, ISO, MGMT, MGMO, MKTG or MKTO 200-499, or CS 115 or IT 220

**Analytics Track (3 total courses)** – MKTO 342, MKTO 432 *and* one of the following courses: ACCT, ACTO, BLAW, BLAO, BUSA, BUSO, ECON, ECNO, FIN, FINO, IS, ISO, MGMT, MGMO, MKTG or MKTO 200-499

Semester 5 (12 hours)	
CHOOSE 4 Courses from a Special Track	<b>General Track</b> – choose one of the following courses: ACCT, ACTO, BLAW, BLAO, BUSA, BUSO, ECON, ECNO, FIN, FINO, IS, ISO, MGMT, MGMO, MKTG, MKTO 200-499 or CS 115 or IT 220 <i>and</i> three Elective Courses <b>Analytics Track</b> – choose two of the following courses: ACCT, ACTO, BLAW, BLAO, BUSA, BUSO, ECON, ECNO, FIN, FINO, IS, ISO, MGMT, MGMO, MKTG, MKTO 300-499, <i>and</i> two Elective Courses.