



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

SEMESTER-BY-SEMESTER MAP FOR FULL-TIME STUDENTS

2024-25 Catalog Year

Degree plans may change in later catalogs, and if they do, those changes may affect your requirements for graduation. For example, developmental coursework may be required, or courses that are currently offered might not be offered in the future or be available at the time you wish to enroll. It is your responsibility to check with an academic advisor regularly, throughout your enrollment, and be aware of any changes that may occur. You must receive a GPA of at least 2.00 on all college-level course work. 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
BCIS 1305 – Business Computer Applications	ECON 2302 – Principles of Microeconomics
ECON 2301 – Principles of Macroeconomics	Creative Arts Semester Hours: 3*

Semester 3 (16 hours)	Semester 4 (16 hours)
GOVT 2305 – Federal Government (Federal Constitution & Topics)	GOVT 2306 – Texas Government (Texas Constitution & Topics)
ACCT 2301 – Principles of Financial Accounting	ACCT 2302 – Principles of Managerial Accounting
SPCH 1315 – Public Speaking	KINE 1164 – Introduction to Physical Fitness and Wellness
Life and Physical Science Semester Hours: 4*	BUSI 2305 – Business Statistics
Language, Culture and Philosophy Semester Hours: 3* (ACU Recommends ENGL 2XXX course)	Life and Physical Science Semester Hours: 4*

* Creative Arts and Language, Culture and Philosophy, and Life & Physical Science must be chosen from the Core Curriculum.

For the SPCH requirement at TCCD, ACU recommends SPCH 1315, as it will transfer to a university requirement for public speaking.

For the Language, Culture and Philosophy Semester Hours at TCCD, ACU recommends an ENGL 23XX course, as it will fulfill a university requirement for 3 hours of literature.

ACU TRANSFER TRACK

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For questions about the ACU 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.



Semester 1 (12 hours)	Semester 2 (12 hours)
BIBO 103 – Story of the New Testament	BIBO 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)
BITO 342 - Christianity in Culture	CHOOSE 3 Courses from a Specialty Track Below
MKTO 320 - Principles of Marketing	Elective
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: ACTO, BLAO, BUSO, ECNO, FINO, ISO, MGMO, MKTO 200-499, or CSO 115 or ITO 220

Analytics Track (3 total courses) – MKTO 342, MKTO 432 *and* one of the following courses: ACTO, BLAO, BUSO, ECNO, FINO, ISO, MGMO, MKTO 200-499

Semester 5 (12 hours)	
CHOOSE 4 Courses from a Specialty Track	General Track – choose one of the following courses: ACTO, BLAO, BUSO, ECNO, FINO, ISO, MGMO, MKTO 200-499 or CSO 115 or ITO 220 <i>and</i> three Elective Courses Analytics Track – choose two of the following courses: ACTO, BLAO, BUSO, ECNO, FINO, ISO, MGMO, MKTO 300-499, <i>and</i> two Elective Courses.

Approved: 2024-25 Guided Pathway; Approved by Abilene Christian University March 8, 2022