

AA in Business Administration to BBA in Marketing

Recommended 4-Year Course Sequence
2025-2026 Catalog



FRESHMAN YEAR

Fall				Spring			
KC	UT Tyler	Title	Hours	KC	UT Tyler	Title	Hours
BUSI 1301		Business Principles OR Small Business Management/Entrepreneurship	3	BCIS 1305		Business Computer Applications; Introduction to Information Systems Software	3
MATH 1324		Mathematics for Business and Social Sciences; Mathematics for Business and Economics I	3	ECON 2301		Principles of Macroeconomics	3
ENGL 1301		Composition I	3	ENGL 1302		Composition II	3
HIST 1301		United States History I	3	HIST 1302		United States History II	3
		Creative Arts Course	3	SPCH 1315		Public Speaking	3
			15				15

SOPHOMORE YEAR

Fall				Spring			
KC	UT Tyler	Title	Hours	KC	UT Tyler	Title	Hours
ACCT 2301		Principles of Financial Accounting	3	ACCT 2302		Principles of Managerial Accounting	3
BUSI 2305		Business Statistics	3	ECON 2302		Principles of Macroeconomics	3
GOVT 2305		Federal Government	3	GOVT 2306		Texas Government	3
		Life and Physical Sciences Course	4			Life and Physical Sciences Core Course	4
	MANA 3315 or MARK 3311	Organizational Behavior or Principles of Marketing	3		BLAW 3301	Business Law and Social Responsibility	3
			16				16

JUNIOR YEAR

Fall				Spring			
KC	UT Tyler	Title	Hours	KC	UT Tyler	Title	Hours
	MARK 3311	Principles of Marketing	3		MARK 3350	Consumer Behavior	3
	FINA 3311	Principles of Finance	3		MANA 3300	Critical and Analytical Thinking in Business	3
		Language, Philosophy, and Culture Course	3		MANA 3312	International Business	3
	MANA 3370	Business Writing and Oral Presentations	3		MANA 3305	Operations Management	3
		General Elective	3			Component Area Option Core Course	3
			15				15

SENIOR YEAR

Fall				Spring			
KC	UT Tyler	Title	Hours	KC	UT Tyler	Title	Hours
		Marketing Elective	3		MANA 4395	Strategic Management	3
	COSC 3333	Management Information Systems	3		MARK 4380	Marketing Research	3
		Marketing Elective	3			Upper-level Soules Elective	3
	MARK 4350**	Personal Selling	3			Upper-level Soules Elective	3
		Marketing Elective	3		MANA 3170*	Build and Manage a Successful Career	1
			15				13

Total Credit Hours at Kilgore College 56

Total Credit Hours at UT Tyler 64

Total Credit Hours 120

Courses highlighted on the pathway can be taken via co-enrollment at UT Tyler.

*Required in-person course