



## AS Business Administration to Marketing BBA

Recommended 4-Year Course Sequence  
2025-2026 Catalog



### FRESHMAN YEAR

Fall				Spring			
Panola College	UT Tyler	Title	Hours	Panola College	UT Tyler	Title	Hours
ACCT 2301		Principles of Financial Accounting	3	ACCT 2302		Principles of Managerial Accounting	3
EDUC 1100/PSYC 1100*		Learning Framework	0	BCIS 1305		Business Computer Applications	3
ENGL 1301		Composition I	3	ENGL 1302		Composition II	3
HIST 1301		U.S. History I	3	HIST 1302		U.S. History II	3
MATH 1324		Mathematics for Business and Social Sciences	3	SPCH 1315		Public Speaking	3
		Life and Physical Science Course	4				
			16				15

### SOPHOMORE YEAR

Fall				Spring			
Panola College	UT Tyler	Title	Hours	Panola College	UT Tyler	Title	Hours
BUSI 1301		Business Principles	3	MATH 1342		Mathematics for Business and Social Sciences	3
ECON 2301		Principles of Macroeconomics	3	ECON 2302		Principles of Microeconomics	3
GOVT 2305		Federal Government	3	GOVT 2306		Texas Government	3
		Language, Philosophy, and Culture Course	3			Creative Arts Course	3
	MANA 3315 or MARK 3311	Organizational Behavior or Principles of Marketing	3			Life and Physical Science Course	4
					BLAW 3301	Business Law and Social Responsibility	3
			15				19

### JUNIOR YEAR

Fall				Spring			
Panola College	UT Tyler	Title	Hours	Panola College	UT Tyler	Title	Hours
		General Elective	3		MANA 3300	Critical and Analytical Thinking in Business	3
	MANA 3312	International Business	3		FINA 3311	Principles of Finance	3
	MANA 3315 or MARK 3311	Organizational Behavior or Principles of Marketing	3		MANA 3170**	Build and Manage a Successful Career	1
	MANA 3370	Business Writing and Oral Presentations	3		MANA 3305	Operations Management	3
					MARK 3350	Consumer Behavior	3
						Marketing Elective	3
			12				16

### SENIOR YEAR

Fall				Spring			
Panola College	UT Tyler	Title	Hours	Panola College	UT Tyler	Title	Hours
	COSC 3333	Management Information Systems	3		MANA 4395	Strategic Management	3
		Marketing Elective	3			Marketing Elective	3
	MARK 4350**	Personal Selling	3			Upper-Level Soules Elective	3
	MARK 4380	Marketing Research	3			Upper-Level Soules Elective	3
						General Elective	3
			12				15

Total Credit Hours at Panola College 59  
Total Credit Hours at UT Tyler 61  
Total Credit Hours 120

Notes from Panola: a)Proposed plan was missing MATH 1324 that is required in the field of study. b)Students can take MATH 1342 instead of BUSI 2305 if that's what UT prefers. The other plans require BUSI 2305 for the directed elective. c)This plan had Business Computer Applications listed twice in the degree plan with two different numbers so took one out.

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