

# AA Business Administration to BBA Marketing



Recommended 4-Year Course Sequence

2025-2026 Catalog



## FRESHMAN YEAR

Fall				Spring			
TVCC	UT Tyler	Title	Hours	TVCC	UT Tyler	Title	Hours
ENGL 1301		Composition I	3	ENGL 1302		Composition II	3
EDUC/PSYC 1300		Learning Framework	3	HIST 1301		US History	3
ACCT 2401		Principles of Financial Accounting	4	ACCT 2402		Principles of Managerial Accounting	4
ECON 2301		Principles of Macroeconomics	3	BUSI 1301		Business Principles	3
MATH 1324		Mathematics for Business & Social Sciences	3	BCIS 1305		Business Computer Applications	3
			16				16

## SOPHOMORE YEAR

Fall				Spring			
TVCC	UT Tyler	Title	Hours	TVCC	UT Tyler	Title	Hours
GOVT 2305		Federal Government	3	GOVT 2306		Texas Government	3
HIST 1302		US History II	3			Creative Arts	3
BUSI 2305		Business Statistics	3			Life & Physical Science	4
		Life & Physical Science	4			Language, Philosophy, Culture	3
ECON 2302		Principles of Microeconomics (required for UT Tyler)	3		BLAW 3301	Business Law and Social Responsibility	3
	MANA 3315 or MARK 3311	Organizational Behavior or Principles of Marketing	3				
			19				16

## JUNIOR YEAR

Fall				Spring			
TVCC	UT Tyler	Title	Hours	TVCC	UT Tyler	Title	Hours
	FINA 3311	Principles of Finance	3			General Elective	4
	MANA 3170*	Build and Manage a Successful Career	1			Marketing Elective	3
	MANA 3370	Business Writing and Oral Presentation	3			Upper Division Soules Elective	3
		Marketing Elective	3		MANA 3305	Operations Management	3
	MANA 3315 or MARK 3311	Organizational Behavior or Principles of Marketing	3		COSC 3333	Management Information Systems	3
			13				16

## SENIOR YEAR

Fall				Spring			
TVCC	UT Tyler	Title	Hours	TVCC	UT Tyler	Title	Hours
	MANA 3300	Critical & Analytical Thinking in Business	3		MANA 4395	Strategic Management (Capstone)	3
	MANA 3312	International Business	3			Marketing Elective	3
	MARK 3350	Consumer Behavior	3		MARK 4380	Marketing Research	3
	MARK 4350*	Personal Selling	3			Upper Division Soules Elective	3
			12				12

Total Credit Hours at Trinity Valley Community College 61

Total Credit Hours at UT Tyler 59

Total Credit Hours 120

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

\*Required In-Person Course