



**AA in Business to
BBA in Marketing**
Recommended 4-Year Degree Plan
2023-2024 Catalog



FRESHMAN YEAR

Fall				Spring			
TJC	UT Tyler	Title	Hours	TJC	UT Tyler	Title	Hours
ENGL 1301		Composition I	3	ENGL 1302		Composition II	3
HIST 1301		United States History I	3	HIST 1302		United States History II	3
BUSI 1301		Business Principles	3	BCIS 1405		Business Computer Applications	4
MATH 1324		Mathematics for Business & Social Sciences	3	EDUC 1300 or COSC 1301		*Learning Framework or Intro to Computers	3
		Life and Physical Science Course	4			Life and Physical Science Course	4
			16				17

SOPHOMORE YEAR

Fall				Spring			
TJC	UT Tyler	Title	Hours	TJC	UT Tyler	Title	Hours
ACCT 2301		Principles of Financial Accounting	3	ACCT 2302		Principles of Managerial Accounting	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
		Human Expression	3				
			15				12

JUNIOR YEAR

Fall				Spring			
TJC	UT Tyler	Title	Hours	TJC	UT Tyler	Title	Hours
	MANA 3311	Fundamentals of Management	3		MARK 4360	International Marketing	3
	MARK 3311	Principles of Marketing	3		MARK 3350	Consumer Behavior	3
	FINA 3311	Principles of Finance	3		MANA 3312	International Business	3
	BLAW 3301	Business Law and Social Responsibility	3		MANA 3305	Operations Management	3
	GENB 2300	Business Statistics	3		COSC 3333	Management Information Systems	3
					MANA 3170	Build & Manage A Successful Career	1
			15				16

SENIOR YEAR

Fall				Spring			
TJC	UT Tyler	Title	Hours	TJC	UT Tyler	Title	Hours
	MANA 3300	Critical & Analytical Thinking in Business	3		MANA 4395	Strategic Management	3
	MANA 3312	International Business	3			Upper-Division MARK Elective	3
	MARK 4350	Personal Selling	3			Upper-Division Soules Elective	3
	MARK 4380	Marketing Research	3			Upper-Division Soules Elective	3
		Upper-Division MARK Elective	3			General Elective	2
			15				14

Total Credit Hours at Tyler Junior College 60
Total Credit Hours at UT Tyler 60
Total Credit Hours 120

** EDUC 1300/COSC 1301 is required for core completion but no equivalency at UT Tyler