



TRINITY VALLEY
COMMUNITY COLLEGE

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



UT Tyler
THE UNIVERSITY OF TEXAS AT TYLER

FRESHMAN YEAR

Fall				Spring			
TVCC	UT Tyler	Title	Hours	TVCC	UT Tyler	Title	Hours
ENGL 1301		Composition I	3	ENGL 1302		Composition II	3
MATH 1324		Mathematics for Business and Social Sciences	3	BUSI 2305		Business Statistics	3
HIST 1301		US History I	3	HIST 1302		US History II	3
BUSI 1301		Business Principles	3	EDUC/PSYC 1300	STEM Credit	*Learning Framework	3
		Life and Physical Science	3			Life and Physical Science	3
			15				15

SOPHOMORE YEAR

Fall				Spring			
TVCC	UT Tyler	Title	Hours	TVCC	UT Tyler	Title	Hours
GOVT 2305		Federal Government	3	GOVT 2306		Texas Government	3
ACCT 2401		Principles of Financial Accounting	4	ACCT 2402		Principles of Managerial Accounting	4
ECON 2301		Principles of Macroeconomics	3	ECON 2302		Principals of Microeconomics	3
		Creative Arts	3	BCIS 1305		Business Computer Applications	3
		Language Philosophy and Culture	3			Human Expression Credit	3
			16				16

JUNIOR YEAR

Fall				Spring			
TVCC	UT Tyler	Title	Hours	TVCC	UT Tyler	Title	Hours
	MANA 3311	Fundamentals of Management	3		COSC 3333	Management Information Systems	3
	MARK 3311	Principles of Marketing	3		MARK 3350	Consumer Behavior	3
	FINA 3311	Principles of Finance	3		MARK 4360	International Marketing	3
	BLAW 3301	Business Law and Social Responsibility	3		MANA 3305	Operations Management	3
	MANA 3370	Business Writing and Oral Presentations	3			Upper-Division Soules Elective	3
			15				15

SENIOR YEAR

Fall				Spring			
TVCC	UT Tyler	Title	Hours	TVCC	UT Tyler	Title	Hours
	MANA 3312	International Business	3		MANA 4395	Startegic Management	3
	MANA 3300	Critical and Analytical Thinking in Business	3		MANA 3170	Build and Manage a Successful Career	1
	MARK 4350	Personal Selling	3			Upper-Division MARK Elective	3
	MARK 4380	Marketing Research	3			Upper-Division Soules Elective	3
		Upper-Divison MARK Elective	3			General Elective	3
			15				13

Total Credit Hours at TVCC 62
Total Credit Hours at UT Tyler 58
Total Credit Hours 120

** EDUC/PSYC 1300 required for core completion but no equivalency at UT Tyler