



Guided Pathway 2022–2023



MARKETING (BBA)

A degree in Marketing from Texas A&M University-Commerce provides you with the skills necessary for success across a wide array of industries in today's complex and global job market. Seamlessly transfer from Collin College to A&M-Commerce with the following sample degree pathway, saving you money and setting you up for success.

FRESHMAN YEAR

Lay the groundwork for greatness at Collin College. You will complete much of your core curriculum during this first year.

FALL

- ENGL 1301** Composition I
- MATH 1324** Mathematics for Business and Social Sciences
- HIST 1301** United States History I
- ENVR 1401** Environmental Science I*
- EDUC 1300** Learning Framework

SPRING

- ENGL 1302** Composition II
- MATH 1325** Calculus for Business and Social Sciences
- HIST 1302** United States History II
- ENVR 1402** Environmental Science II*
- BUSI 1301** Business Principles

SOPHOMORE YEAR

Build on the foundation as you prepare to transfer to A&M-Commerce. You must apply for your associate's degree at Collin College. Contact your academic advisor for more information.

FALL

- ARTS 1301** Art Appreciation*
- ACCT 2301** Principles of Financial Accounting
- ECON 2301** Principles of Macroeconomics
- BCIS 1305** Business Computer Applications
- GOVT 2305** Federal Government (Federal Constitution & Topics)

SPRING

- HUMA 1301** Introduction to Humanities I*
- ACCT 2302** Principles of Managerial Accounting
- ECON 2302** Principles of Microeconomics
- SPCH 1315** Public Speaking
- GOVT 2306** Texas Government (Texas Constitution & Topics)

*Multiple options to satisfy this requirement are available at Collin College. Speak with your academic advisor to find the right fit for you.



JUNIOR YEAR

Welcome to A&M-Commerce! Focus on the art of marketing here.

FALL

ANY UPPER-LEVEL BUSINESS ELECTIVE*

ANY UPPER-LEVEL MARKETING ELECTIVE*

FIN 304 Intro to Business Finance

MGT 301 Legal Environment of Business

MKT 306 Marketing

MKT 366 Integrated Marketing Communications

OR

MKT 367 Selling & Sales Management

ANY UPPER-LEVEL MARKETING ELECTIVE*

ECO 302 Business & Economics Statistics

MGT 305 Principles of Management

MGT 303 Business Communication

SPRING



SENIOR YEAR

Finish strong and prepare to start your career.

FALL

ANY UPPER-LEVEL MARKETING ELECTIVE*

MKT 436 Marketing Research (Fall only)

MKT 445 Retail Management (Fall only)

ECO 309 Economic Forecasting

OR
MKT 471 Marketing Analytics

BUSA 326 Data & Information Management

SPRING

MGT 307 Operations Management

MGT 439 Business Strategy

ANY UPPER-LEVEL BUSINESS ELECTIVE*

MKT 420 International Marketing

MKT 467 Global Consumer Behavior

**Multiple options to satisfy this requirement are available at Texas A&M University-Commerce. Speak with your academic advisor to find the right fit for you.*



Please note that degree plans are subject to change at both institutions. Please see an academic advisor when following this pathway and check online for updates.