



## AA in Business Management to BBA in Marketing

Recommended 4-Year Course Sequence  
2024-2025 Catalog



### FRESHMAN YEAR

Fall				Spring			
KC	UT Tyler	Title	Hours	KC	UT Tyler	Title	Hours
BUSI 1301		Business Principles OR Small Business Management/Entrepreneurship	3	BCIS 1305	COSC 1307	Business Computer Applications; Introduction to Information Systems Software	3
MATH 1324		Mathematics for Business and Social Sciences; Mathematics for Business and Economics I	3	BUSI 2305		Business Statistics	3
ENGL 1301		Composition I	3	ENGL 1302		Composition II	3
HIST 1301		United States History I	3	HIST 1302		United States History II	3
		Creative Arts Course	3	SPCH 1315		Public Speaking	3
			15				15

### SOPHOMORE YEAR

Fall				Spring			
KC	UT Tyler	Title	Hours	KC	UT Tyler	Title	Hours
ACCT 2301	ACCT 2301	Principles of Financial Accounting	3	ACCT 2302	ACCT 2302	Principles of Managerial Accounting	3
ECON 2301		Principles of Macroeconomics	3	ECON 2302		Principles of Macroeconomics	3
GOVT 2305		Federal Government	3	GOVT 2306		Texas Government	3
MATH 1325		Mathematics for Business and Economics II	3			Life and Physical Sciences Course	3
		Life and Physical Sciences Course	4			Language, Philosophy, and Culture Course	4
			16				16

### JUNIOR YEAR

Fall				Spring			
KC	UT Tyler	Title	Hours	KC	UT Tyler	Title	Hours
	MARK 3311	Principles of Marketing	3		MARK 3350	Consumer Behavior	3
	MANA 3305	Operations Management	3		MANA 3300	Critical and Analytical Thinking in Business	3
	MANA 3311	Fundamentals of Management	3			Marketing Elective	3
	MANA 3370	Business Writing and Oral Presentations	3		MANA 3170	Build and Manage a Successful Career	1
	FINA 3311	Principles of Finance	3		MANA 3312	International Business	3
			15				13

### SENIOR YEAR

Fall				Spring			
KC	UT Tyler	Title	Hours	KC	UT Tyler	Title	Hours
	BLAW 3301	Business Law and Social Responsibility	3		MANA 4395	Strategic Management	3
	COSC 3333	Management Information Systems	3		MARK 4380	Marketing Research	3
	MARK 4360	International Marketing	3			Upper-level Soules Elective	3
	MARK 4350	Personal Selling	3			Upper-level Soules Elective	3
		Marketing Elective	3			Upper/lower Division Elective	3
			15				15

Total Credit Hours at Kilgore College	<b>62</b>
Total Credit Hours at UT Tyler	<b>58</b>
<b>Total Credit Hours</b>	<b>120</b>

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