



**AA in Business to  
BBA in Marketing  
Recommended 4-Year Degree Plan  
2024-2025 Catalog**



**FRESHMAN YEAR**

Fall				Spring			
TJC	UT Tyler	Title	Hours	TJC	UT Tyler	Title	Hours
ENGL 1301		Composition I	3	ENGL 1302 or ENGL 2311		Composition II or Technical and Business Writing	3
HIST 1301		United States History I	3	HIST 1302 or HIST 2301		United States History II or Texas History	3
BUSI 1301		Business Principles	3	BCIS 1405		Business Computer Applications	4
EDUC 1300 or COSC 1301		*Learning Framework or Intro to Computing	3	MATH 1324		Mathematics for Business & Social Sciences	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
SPCH 1321 or SPCH 1315		Business and Professional Speaking or Public Speaking	3			Language Philosophy and Culture Core	3
		Creative Arts Core	3				
			15				12

**JUNIOR YEAR**

Fall				Spring			
TJC	UT Tyler	Title	Hours	TJC	UT Tyler	Title	Hours
	MARK 3311	Principles of Marketing	3		MARK 3350	Consumer Behavior	3
	MANA 3312	International Business	3		MANA 3300	Critical and Analytical Thinking in Business	3
	MANA 3311	Fundamentals of Management	3		FINA 3311	Principles of Fiance	3
	MANA 3370	Business Writing and Oral Presentations	3		MANA 3170	Build and Manage a Successful Career	1
	GENB 2300	Business Statistics	3		MANA 3305	Operations Management	3
						Marketing Elective	3
			15				16

**SENIOR YEAR**

Fall				Spring			
TJC	UT Tyler	Title	Hours	TJC	UT Tyler	Title	Hours
	BLAW 3301	Business Law and Social Responsibility	3		MANA 4395	Strategic Management	3
	COSC 3333	Management Information Systems	3			Marketing Elective	3
	MARK 4360	International Marketing	3			Upper-level Soules Elective	3
	MARK 4350	Personal Selling	3			Upper-level Soules Elective	3
	MARK 4380	Marketing Research	3			Upper/lower Division Elective	2
			15				14

<b>Total Credit Hours at Tyler Junior College</b>	<b>60</b>
<b>Total Credit Hours at UT Tyler</b>	<b>60</b>
<b>Total Credit Hours</b>	<b>120</b>

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