***AAS: Marketing***

You will need to apply for the associate’s degree at your community college. Contact your advisor there for more information.

**First Year - Collin College**

|  |  |
| --- | --- |
| **FIRST SEMESTER** | **SECOND SEMESTER** |
| BMGT 1327 - Principles of Management | ENGL 1301 - Composition I |
| MRKG 1301 - Customer Relationship Management | IBUS 1354 - International Marketing Management |
| MRKG 1311 - Principles of Marketing | MRKG 2312 - E - Commerce Marketing |
| MRKG 2333 - Principles of Selling | MRKG 2348 - Marketing Research and Strategies |
| SPCH 1321 - Business and Professional Communication  (See [Speech](https://www.collin.edu/academics/programs/AAS_GenEd.html) options) | MRKG 2349 - Advertising and Sales Promotion |
| **Total Semester Hours: 15** | **Total Semester Hours: 15** |

**Second Year – Collin College**

It’s best to apply to ***UNT*** a full semester before you plan to transfer. It will help if you submit a copy of this pathway with your application.

|  |  |
| --- | --- |
| **FIRST SEMESTER** | **SECOND SEMESTER** |
| BMGT 2303 - Problem Solving and Decision Making | BMGT 1341 - Business Ethics |
| BUSG 2309 - Small Business Management / Entrepreneurship | ECON 1301 - Introduction to Economics |
| MATH 1332 - Contemporary Mathematics (Quantitative Reasoning) | General Education - [Humanities / Fine Arts](https://www.collin.edu/academics/programs/AAS_GenEd.html) course |
| MRKG 2371 - Strategies in Social Media Marketing | MRKG 2373 - Digital Marketing Analytics |
| MRKG 2372 - Digital Marketing | MRKG 2381 - Cooperative Education - Marketing / Marketing Management, General (Capstone)3 |
| **Total Semester Hours: 15** | **Total Semester Hours: 15** |

***\*Note:***

***1. May substitute MATH 1342 or see other Mathematics options***

***2. May substitute SOCI 1301 or see other Social/Behavioral Sciences options***

***3. May substitute BUSG 2371 with consent of Associate Dean/Director (prior to registering)***

***BAAS: Applied Arts & Sciences***

Upon admittance into the University of North Texas, students pursuing the Bachelor of Applied Arts & Sciences degree will need to complete *a minimum of 60 credit hours* to meet the 120-hour requirement for this degree program. Of those 60 hours, 36 hours must be advanced-level (3000-4000 level) and 24 of the 36 advanced hours must be completed in residence at UNT. A total of 30 hours must be completed at UNT to meet the university’s residency requirement.

A diagram of a pyramid

Description automatically generated

Students will select professional development concentrations and/or a focus area in consultation with a CACS advisor. Please contact the College of Applied and Collaborative Studies Advising Office at [CACS@unt.edu](mailto:CACS@unt.edu) for assistance regarding customized concentrations and focus area options, and unofficial degree plans.

**This is not an official degree plan***.* **Check with a Collin College and UNT CACS advisor; degree plans may change in later catalogs.**

* Part-time students may also follow this sequence. Developmental coursework may be required.
* You may take a different course to meet this requirement. A specific list is available from your advisor.
* **C**This course counts for the Core Curriculum at any public college or university in Texas
* **\***  Limited Focus Area options and number of advanced hours vary between (15-24 hours)