***AAS in Marketing (60 hours)***

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

**First Year – Dallas College**

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| **FIRST SEMESTER** | **SECOND SEMESTER** |
| MRKG 1311 - Principles of Marketing | MRKG 2312 - E-Commerce Marketing |
| MRKG 1302 - Principles of Retailing |
| MRKG 1301 - Customer Relationship Management | MRKG 2371 - Strategies in Social Media Marketing |
| Elective - [Marketing Elective](https://www1.dcccd.edu/catalog/programs/degree.cfm?degree=aas_marketing&loc=econ) |
| MRKG 2349 - Advertising and Sales Promotion  **OR**  FSHN 2307 - Fashion Advertising | MRKG 2348 - Marketing Research and Strategies |
| MRKG 2333 - Principles of Selling | MRKG 2370 - Digital Marketing |
| **Total Semester Hours: 18** | **Total Semester Hours: 12** |

**Second Year – Dallas 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.

|  |  |
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| **THIRD SEMESTER** | **SECOND SEMESTER** |
| BMGT 1305 - Communication in Management | ENGL 1301 - Composition I |
| SPCH 1311 - Introduction to Speech Communication  **OR**  SPCH 1315 - Public Speaking |
| BMGT 2303 - Problem Solving & Decision Making |
| MRKG 2372 - Advanced Customer Relationship Management | General Education - [Humanities/Fine Arts](https://www1.dcccd.edu/catalog/GeneralInfo/CoreCurriculum/ct-core.cfm#humanities) |
| General Education - [Math](https://www1.dcccd.edu/catalog/GeneralInfo/CoreCurriculum/ct-core.cfm#naturalsciences) Elective |
| MRKG 1381 - Cooperative Education - Marketing/ Marketing  Management, General | General Education - [Social/Behavioral Science](https://www1.dcccd.edu/catalog/GeneralInfo/CoreCurriculum/ct-core.cfm#behavioralsciences) |
| MRKG 2381 - Cooperative Education - Marketing/Marketing  Management, General |
| **Total Semester Hours: 12** | **Total Semester Hours: 18** |

***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)