

rise at acc, shine at ctx



Austin Community College Transfer Pathway with Concordia University Texas

Associates of Applied Science Marketing to Bachelor of Applied Arts Science in Marketing

ACC - DEGREE REQUIREMENTS

ACC	CTX	TITLE	CREDITS	ACC	CTX	TITLE	CREDITS
EDUC 1300			3	Elective	Elective	Marketing Elective	3
COMM 2327	COM 2308	Principles of Advertising	3	MRKG 1311	BADM lower elective	Principles of Marketing	3
ECON 2301	ECO 2301	Intro to Macroeconomics	3	MRKG 1302	BADM lower elective	Principles of Retailing	3
COSC 1301	CIS 1300	Introduction to Computing	3	MRKG 1313	BADM lower elective	Public Relations	3
ENGL 1301	ENG 1316	English Composition I	3	MRKG 2348	BADM lower elective	Marketing Research and Strategies	3
MATH 1324	MTH 1330	Mathematics for Business & Social Sciences	3	MRKG 2333	BADM lower elective	Principles of Selling	3
ACCT 2301	ACC 2301	Principles of Accounting I - Financial	3	BUSG 1304	BADM lower elective	Financial Literacy	3
ECON 2302	ECO 2302	Principles of Microeconomics	3	MRKG 2371	BADM lower elective	Consumer Behavior	3
ACCT 2302	ACC 2302	Principles of Accounting II - Managerial	3	BUSG 1303	BADM lower elective	Principles of Finance	3
CORE 040		Language, Philosophy, and Culture Core	3	MRKG 2388 OR MRKG 2381	BADM lower elective	Internship - Marketing/ Marketing Management or Cooperative Education - Marketing/ Marketing Management	3
						Subtotal	60

CTX - DEGREE REQUIREMENTS

CTX	TITLE	CREDITS	CTX	TITLE	CREDITS
BADM 33311	Principles of Management	3			
BADM 3321	Business Law	3			
BADM 3350	Principles of Marketing	3			
BADM 3371	Management Information Systems	3			
BADM 4310	Business Internship	3			
Complete any 3-credit upper-level	REL course, or COM 2317 Cinema and Religion	3			
Complete four courses from the following: COM 3331 BADM 3330 BADM 3351 BADM 3353 BADM 3375 BADM 3398 BADM 4380 LDR 3311 LDR 3312	*Organizational Communication *Project Management *Selling and Sales Management *Consumer Behavior *Negotiations and Conflict Management *National/International Travel *Business and Community *Diversity, Equity, and Inclusion in Leadership *Community and Volunteer Leadership	12			
Technical Specialty Hours (36 block credit hours)					
				Subtotal	30
				Total	120+

Notes:

- MRKG 1311 (ACC) can be petitioned to count for BADM 3350 (CTX), due to the ACC course coming in as a lower elective for CTX.

*As for the courses that are lower level at ACC and upper level at CTX, those will have to be approved by the department chair of that major. We don't bring in lower-level courses to satisfy our upper-level requirements.