



## Bachelor of Applied Arts & Sciences (BAAS) - 120 Total Combined Hours Recommended Courses - Contact an Advisor for Full Details and Options

### AAS in Business Marketing - 60 Hours

Satisfies some of the Core Curriculum:

|                   |      |                               |
|-------------------|------|-------------------------------|
| ENGL              | 1301 | English Composition I         |
| ENGL              | 1302 | English Composition II        |
| MATH*             | 1332 | College Math I                |
| ARTS <sup>1</sup> | 1301 | Art Appreciation              |
| PSYC              | 2301 | General Psychology            |
| ECON              | 2301 | Principles of Economics       |
| SPCH              | 1311 | Intro to Speech Communication |

\* There are other options - talk to your advisor.  
It could save you time and money.

Required for BAAS Degree

|                   |      |                                |
|-------------------|------|--------------------------------|
| MRKG              | 1302 | Principles of Retailing        |
| MRKG              | 2333 | Principles of Selling          |
| MRKG              | 2349 | Advertising & Sales Promotion  |
| MRKG              | 1311 | Principles of Marketing        |
| MRKG              | 1381 | Cooperative Education-Mktg     |
| MRKG              | 2381 | Cooperative Education Capstone |
| BUSI              | 1301 | Introduction to Business       |
| BMGT              | 1327 | Principles of Management       |
| MRKG              | 1301 | Customer Relations Mgmt        |
| HRPO              | 2301 | Human Resources Mgmt           |
| HRPO              | 2307 | Organizational Behavior        |
| ACCT              | 2301 | Principles of Accounting I     |
| ACCT <sup>2</sup> | 2302 | Principles of Accounting II    |

These credits all count toward this UNT Degree

### Core Curriculum - 42 Hours

|     |       |      |                                 |
|-----|-------|------|---------------------------------|
| 010 | ENGL  | 1301 | English Composition I           |
| 010 | ENGL  | 1302 | English Composition II          |
| 020 | MATH* | 1332 | College Math I                  |
| 030 | GEOL* | 1401 | Earth Science I                 |
| 030 | GEOL* | 1402 | Earth Science II                |
| 040 | ENGL* | 2326 | American Literature             |
| 050 | ARTS  | 1301 | Art Appreciation                |
| 060 | HIST  | 1301 | History of the U.S.             |
| 060 | HIST  | 1302 | History of the U.S. II          |
| 070 | GOVT  | 2305 | American National Government    |
| 070 | GOVT  | 2306 | American State & Local Govt.    |
| 080 | ECON  | 2301 | Principles of Economics         |
| 090 | SPCH  | 1311 | Intro to Speech Communication   |
| 090 | PHED  | 1164 | Lifetime Fitness and Wellness I |

### Occupational Specialization - 21 Hours

|      |      |                                |
|------|------|--------------------------------|
| MRKG | 1302 | Principles of Retailing        |
| MRKG | 2333 | Principles of Selling          |
| MRKG | 2349 | Advertising & Sales Promotion  |
| MRKG | 1311 | Principles of Marketing        |
| MRKG | 1381 | Cooperative Education-Mktg     |
| MRKG | 2381 | Cooperative Education Capstone |
| BUSI | 1301 | Introduction to Business       |

### Notes:

\* Other course options are available.

These courses completed in associates degree

These courses may be taken at either institution

These courses must be taken at UNT

See advisor for important additional information.

### Professional Foundations - 9 Hours

|      |      |                         |
|------|------|-------------------------|
| PACS | 3000 | Civic Engagement        |
| PACS | 3020 | Fundamentals of Inquiry |
| PACS | 4050 | Negotiation             |

### Three Professional Concentrations - 36 Hours 12 hours per concentration

#### (1) Marketing

|      |      |                                   |
|------|------|-----------------------------------|
| MKTG | 3650 | Foundations of Marketing Practice |
| MKTG | 3660 | Advertising Management            |
| MKTG | 3720 | Internet Marketing Concepts       |
| MKTG | 4620 | E-Commerce Marketing Tools        |

#### (2) Business Management

|      |      |                          |
|------|------|--------------------------|
| MGMT | 3720 | Organizational Behavior  |
| MGMT | 3860 | Human Resources          |
| MGMT | 3880 | Business Ethics          |
| MGMT | 4660 | International Management |

#### (3) Management

|      |      |                          |
|------|------|--------------------------|
| BMGT | 1327 | Principles of Management |
| MRKG | 1301 | Customer Relations Mgmt  |
| HRPO | 2301 | Human Resources Mgmt     |
| HRPO | 2307 | Organizational Behavior  |

### Electives - 12 Hours

|      |      |                             |
|------|------|-----------------------------|
| ACCT | 2301 | Principles of Accounting I  |
| ACCT | 2302 | Principles of Accounting II |
| PSYC | 2301 | General Psychology          |
| MGMT | 3860 | Human Resource Management   |

\* MATH 1332 or MATH 2342 is suggested

<sup>1</sup> Core Humanities/Fine Arts Elective (3 credit hours)

<sup>2</sup> Elective--must be selected from any 3credit-hour course from the following rubrics:

BMGT, HRPO, POFT, MRKG, IBUS, ACNT, or ACCT.

Effective for the 2014/15 Catalog Year