

## Marketing at Tarrant County College

### to BS: Marketing at Indiana Tech

Tarrant County College		Indiana Tech	
Course	Credit	Course	Credit
MRKG 1301 - Customer Relationship Management	3	BA 3450 - Customer Relationship Management	3
MRKG 1302 - Principles of Retailing	3	BA 4510 - Retailing	3
MRKG 2333 - Principles of Selling	3	BA 2550 - Personal Selling	3
MRKG 2349 - Advertising and Sales Promotion	3	BA 3500 - Advertising	3
MRKG 1311 - Principles of Marketing	3	BA 2500 - Marketing	3
ACCT 2301 - Principles of Financial Accounting	3	ACC 1010 - Accounting Principles	3
MRKG 2348 - Marketing Research and Strategies	3	BA 3220 - Digital Marketing and Analytics	3
BUSI 1301 - Business Principles	3	BA 2020 - Operations Management	3
BCIS 1305 - Business Computer Applications	3	MIS 1300 - Software Tools	3
BMGT 1327 - Principles of Management	3	BA 2010 - Principles of Management	3
BMGT 1341 - Business Ethics	3	BA 3080 - Ethical and Legal Decision Making	3
ENGL 1301 - Composition I	3	ENG 1252 - Argumentative Writing	3
BMGT 1305 - Communications in Management	3	Approved Elective	3
ACCT 2302 - Principles of Managerial Accounting	3	ACC 2140 - Managerial Accounting	3
Mathematics or Life and Physical Sciences	3	Approved Elective	3
ENGL 1302 - Composition II	3	ENG 1272 - Analytical Writing	3
ENGL 2311 - Technical and Business Writing	3	EET 2000 - Technical Writing	3
GOVT 2305 - Federal Government	3	SS 1110 - American Government	3
GOVT 2306 - Texas Government	3	SS 1EL - Social Science Elective	3
SPCH 1321 - Business and Professional Communication	3	BA 2310 - Foundations of Business Communications	3
SPCH 1311 - Introduction to Speech Communication	3	COMM 1250 - Foundations of Communications	3
Creative Arts/Language, Philosophy and Culture	3	HUM 1EL - Humanities Elective	3
BUSG 2300 - Business Leadership Application (Capstone)	3	BA 3710 - Leadership	3
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