

B.B.A. Marketing

Degree Offered at the Tarleton-Waco Location

2025-2026 MCC-Tarleton State Advising Guide (w/ TCCNS Equivalents)

First two years is the MCC to Tarleton Course Mapping.

First two years course sequence is at the discretion of MCC in coordination with MCC advisors and faculty.



YEAR	TYPICAL FIRST SEMESTER					
F I R S T	MCC Course	Core Category	TCCNS Equivalent	MCC SCH	MCC Prereq or Coreq	Tarleton Course
	ENGL 1301 - Composition I	090	ENGL 1301	3	None	ENGL 1301 - Composition I
	TSU Core: Mathematics ¹	020	See Options	3	See Advisor	TSU Core: Mathematics ¹
	TSU Core: Life & Physical Science ¹	030	See Options	3	See Advisor	TSU Core: Life & Physical Science ¹
	Elective: BUSI 1301	-	BUSI 1301	3	None	BUSI 1301 - Business Principles
	GOVT 2305 - Federal Government	070	GOVT 2305	3	None	GOVT 2305 - Federal Government
	Total Hours			15		
	TYPICAL SECOND SEMESTER					
	MCC Course	Core Category	TCCNS Equivalent	MCC SCH	MCC Prereq or Coreq	Tarleton Course
	ENGL 1302 - Composition II	010	ENGL 1302	3	Prereq: ENGL 1301	ENGL 1302 - Composition II
	TSU Core: Life & Physical Science ¹	030	See Options	3	See Advisor	TSU Core: Life & Physical Science ¹
	Elective: Math Elective	-	Varies	3	See Advisor	MATH 1316, MATH 1324, MATH 1325, MATH 2412, or MATH 2413 ³
	HIST 1301 - United States History I	060	HIST 1301	3	None	HIST 1301 - United States History I
	Social and Behavioral Science: ECON 2301	080	ECON 2301	3	See Advisor	ECON 2301 - Principles of Macroeconomics ³
	Total Hours			15		

YEAR	TYPICAL FIRST SEMESTER					
S E C O N D	MCC Course	Core Category	TCCNS Equivalent	MCC SCH	MCC Prereq or Coreq	Tarleton Course
	TSU Core: Creative Arts ¹	050	See Options	3	See Advisor	TSU Core: Creative Arts ¹
	GOVT 2306 - Texas Government	070	GOVT 2306	3	None	GOVT 2306 - Texas Government
	HIST 1302 - United States History II	060	HIST 1302	3	None	HIST 1302 - United States History II
	Elective: ACCT 2301	-	ACCT 2301	3	See Advisor	ACCT 2301 - Principles of Accounting I - Financial ³
	Elective: BCIS 1305	-	BCIS 1305	3	None	BCIS 1305 - Business Computer Applications ³
	Total Hours			15		
	TYPICAL SECOND SEMESTER					
	MCC Course	Core Category	TCCNS Equivalent	MCC SCH	MCC Prereq or Coreq	Tarleton Course
	TSU Core: Language, Philosophy, & Culture ¹	040	See Options	3	See Advisor	TSU Core: Language, Philosophy, & Culture ¹
	TSU Core: Communications ¹	010	See Options	3	See Advisor	TSU Core: Communications ¹
	Elective: ACCT 2302	-	ACCT 2302	3	Prereq: ACCT 2301	ACCT 2302 - Principles of Accounting II - Managerial ³
	Elective: ECON 2302	-	ECON 2302	3	See Advisor	ECON 2302 - Principles of Microeconomics ³
	TSU Core - Core Component Option General Education Elective	090	See Options	3	See Advisor	TSU Core - Core Component Option
	Total Hours			15		
	Total MCC Hours:			60		

****Student should speak with their MCC Advisor about what additional courses they need to complete in order to earn their associates degree.****

Dr. Sam Pack College of Business

B.B.A. Marketing

Second two years at Tarleton-Waco in coordination with Tarleton advisors and faculty.



YEAR	FIRST SEMESTER					
T H I R D	TSU Requirement	Core Category	TCCNS Equivalent	Credit Hours	Pre-Req or Co-Req	Semester offered
	BUSI 2301 - Business Law I ³	-	BUSI 2301	3	None	F, SP, SU
	BUSI 2305 - Business Statistics ³	-	BUSI 2305	3	Prereq: MATH 1324 or MATH 1314, and BCIS 1305	F, SP, SU
	MGMT 3300 - Principles of Management ³	-	-	3	None	F, SP, SU
	MKTG 3312 - Marketing ³	-	-	3	None	F, SP, SU
	FINC 3301 - Principles of Financial Management ³	-	-	3	Prereq: ACCT 2301, ACCT 2302 and ECON 2301; or ACCT 3300 and ECON 2301	F, SP, SU
	Total Hours			15		
	SECOND SEMESTER					
	TSU Requirement	Core Category	TCCNS Equivalent	Credit Hours	Pre-Req or Co-Req	Semester offered
	MKTG Elective ^{3, 4}	-	-	3	See Options	Varies
PSYC 2301 - General Psychology ³	080	PSYC 2301	3	None	F, SP, SU	
MKTG 3315 - Personal Selling ³	-	-	3	Prereq: MKTG 3312	F, SP, SU	
BUSI 3312 - Business Communication ³ (WI)	-	-	3	None	F, SP, SU	
MKTG 3316 - Consumer Behavior ³	-	-	3	Prereq: MKTG 3312	F, SP, SU	
Total Hours			15			

YEAR	FIRST SEMESTER					
F O U R T H	TSU Requirement	Core Category	TCCNS Equivalent	Credit Hours	Pre-Req or Co-Req	Semester offered
	BCIS 4350 - Management Information Systems ³	-	-	3	Prereq: BCIS 1305 or department head approval	F, SP, SU
	MKTG Elective ^{3, 4}	-	-	3	See Options	Varies
	MKTG Elective ^{3, 4}	-	-	3	See Options	Varies
	MKTG 4315- Marketing Research ³	-	-	3	Prereq: MKTG 3312, and BUSI 2305	F, SP
	BCIS 3315 or BCIS 4090 or BCIS 4379 ³	-	-	3	See Options	F, SP, SU
	Total Hours			15		
	SECOND SEMESTER					
	TSU Requirement	Core Category	TCCNS Equivalent	Credit Hours	Pre-Req or Co-Req	Semester offered
	BUSI 4359 - Business Strategy ³ (WI)	-	-	3	Prereq: FINC 3301, BUSI 2305, MGMT 3300, MKTG 3312; or approval of department head	F, SP, SU
	Elective	-	-	3	See Options	Varies
	MKTG 4316-Marketing Management ³	-	-	3	Prereq: MKTG 3312, and 6 hours of upper level MKTG	F, SP, SU
MKTG 4354- International Marketing ³	-	-	3	Prereq: MKTG 3312	F, SP, SU	
MKTG Elective ^{3, 4}	-	-	3	See Options	Varies	
Total Hours			15			
Total MCC-Tarleton Program Hours:			120			

Footnotes:

1 - See Tarleton website for options for this core category: <https://www.tarleton.edu/generaleducation/core-categories/>

2 - Consult the Tarleton Catalog and current course schedule for Elective and Advanced Elective options. You may also contact your academic advisor for additional questions.

3 - Students must maintain a minimum 2.0 overall GPA in all upper-division work undertaken and a minimum grade of "C" or better in each course in the BBA core and major to remain in good standing.

4 - Marketing Elective Options include: MKTG 3317, 3318, 4084, 4086, 4090, 4302, 4312, 4314, or 4389