



**HCC Associate of Arts: Business Field of Study  
to University of Houston-Downtown  
Bachelor of Business Administration in Marketing**



**4 – Year Suggested Academic Plan for Transfer, Effective 2024-2025 Catalog Year**

**First Year - Freshman**

Fall Semester				Spring Semester			
HCC	UHD	Course Name	Hrs	HCC	UHD	Course Name	Hrs
EDUC 1300	UHD 1301	Learning Framework: 1 <sup>st</sup> Year Experience	3	ECON 2301	ECO 2301	Principles of Macroeconomics	3
BUSI 1301	BA 1301	Business Principles	3	ENGL 1302	ENG 1302	Composition and Rhetoric II	3
MATH 1324	MATH 1324	Mathematics for Business & Social Sci.	3	HIST #3##	HIST #3##	American History Elective	3
ENGL 1301	ENG 1301	Composition and Rhetoric I	3	ACCT 2301	ACC 2301	Principles of Financial Accounting	3
BCIS 1305	MIS 1305	Business Computer Applications	3	BUSI 2305	STAT 2305	Business Statistics	3
<b>Total</b>			<b>15</b>	<b>Total</b>			<b>15</b>

**Second Year - Sophomore**

Fall Semester				Spring Semester			
HCC	UHD	Course Name	Hrs	HCC	UHD	Course Name	Hrs
ECON 2302	ECO 2302	Principles of Microeconomics	3	XXXX	#3##	Life and Physical Sciences	3
ACCT 2302	ACC 2302	Principles of Managerial Accounting	3	HIST #3##	HIST #3##	American History Elective	3
XXXX	#3##	Life and Physical Sciences	3	GOVT 2306	POLS 2306	Texas Government	3
GOVT 2305	POLS 2305	Federal Government	3	XXXX	#3##	Creative Arts Elective	3
PHIL 2306	PHIL 2305	Introduction to Ethics	3	PSYC 2301 or SOCI 1301	PSY 1303 or SOC 1303	Social and Behavior Sciences	3
<b>Total</b>			<b>15</b>	<b>Total</b>			<b>15</b>

**Third Year - Junior**

Fall Semester			Spring Semester		
UHD	Course Name	Hrs	UHD	Course Name	Hrs
BA 3300	Business Cornerstone	3	MIS 3302	Management Information Systems	3
BA 3301	Legal Environment of Business	3	FIN 3302	Business Finance	3
Any Level Elect	Any Level 3-Credit Hour Elective	3	BA 3350	Business Communications	3
MGT 3301	Management of Organizations	3	MKT 3305	Integrated Marketing Communications	3
MKT 3301	Principles of Marketing	3	MKT 3308	Digital Marketing	3
<b>Total</b>		<b>15</b>	<b>Total</b>		<b>15</b>

**Fourth Year - Senior**

Fall Semester			Spring Semester		
UHD	Course Name	Hrs	UHD	Course Name	Hrs
MGT 4305	Buyer Behavior	3	MKT 4309	Marketing Strategy	3
MKT 4306	Marketing Research	3	U/L MKT Elect.	Upper Level Marketing Elective	3
U/L MKT Elect.	Upper Level Marketing Elective	3	U/L MKT Elect.	Upper Level Marketing Elective	3
U/L MKT Elect.	Upper Level Marketing Elective	3	U/L MKT Elect.	Upper Level Marketing Elective	3
MGT 3332	Operations and Supply Chain Management	3	MGT 4302	Business Strategy	3
<b>Total</b>		<b>15</b>	<b>Total</b>		<b>15</b>

**Notes/Comments:**

(1) EDUC 1300 is required for First Time in College (FTIC) students only. If not FTIC, student will take SPCH 1321 - Business and Professional Communication.



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Transfer Information

Program Specific Information:

*Bachelor of Business Administration –Marketing*

Program Specific Requirements:

Program Admissions Requirements:

- Students who have completed the general education core (42 hours), earned a minimum 2.25 cumulative GPA, including a “C” in MATH 1324-Mathematics for Business and Social Sciences and satisfied TSI obligation may be admitted to the Davies College of Business.
- UHD will calculate the higher grade received on duplicate courses for GPA requirements.
- UHD will accept a “D” in courses except for MATH courses.

Transfer of Credit & Student Benefits:

- Credits from HCC that are transferrable to UHD degree programs may be specified in any program-to-program articulation agreement.
- Reverse transfer
- HCC students will be allowed access to academic advising services at UHD
- HCC Honors students admitted to UHD will receive:
  - Acceptance to UHD Honors Program with a minimum GPA (GPA varies by the College in which the program resides)
  - UHD will accept a minimum of 12 hours of transfer Honors credit; eligible for merit and need-based aid commensurate with qualifications

Field Of Study:

Designated Core Courses:

ECON 2301      MATH 1324

Discipline Foundation Courses:

ECON 2302      ACCT 2301      ACCT 2302      BUSI 1301

FOS courses are guaranteed to transfer and apply to degree programs at all Texas public institutions of higher education, including community colleges, state and technical colleges, universities, and health-related institutions. This means the courses will transfer and apply from a two-year to a four-year institution, from a two-year to a two-year institution, from a four-year to a two-year institution, and from a four-year to a four-year institution.

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