



**LSC 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			
LSC	UHD	Course Name	Hrs	LSC	UHD	Course Name	Hrs
EDUC 1300 (1)	UHD 1301	Learning Framework: 1 st Year Experience	3	ECON 2301	ECO 2301	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	BCIS 1305	MIS 1305	Business Computer Applications	3
ENGL 1301	ENG 1301	Composition and Rhetoric I	3	Creative Arts	(Core 050)	Choose from LSC Core Curriculum	3
Life & Phys. Sci.	(Core 030)	Choose from LSC Core Curriculum	4	HIST 1301	HIST 1305	U.S. History I	3
Total			16	Total			15

Second Year - Sophomore

Fall Semester				Spring Semester			
LSC	UHD	Course Name	Hrs	LSC	UHD	Course Name	Hrs
HIST 1302	HIST 1306	U.S. History II	3	ECON 2302	ECO 2302	Microeconomics	3
ACCT 2301	ACC 2301	Principles of Financial Accounting	3	BUSI 2305	STAT 2305	Business Statistics	3
Life & Phys. Sci.	(Core 030)	Choose from LSC Core Curriculum	4	GOVT 2306	POLS 2306	Texas Government	3
GOVT 2305	POLS 2305	Federal Government	3	ACCT 2302	ACC 2302	Principles of Managerial Accounting	3
PHED 1164	(Core 090)	Intro to Physical Fitness and Wellness	1	Lang. Phil. Cult	(Core 040)	Choose from LSC Core Curriculum	3
Total			14	Total			15

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
Total		15	Total		15

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
Total		15	Total		15

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 LSC that are transferrable to UHD degree programs may be specified in any program-to-program articulation agreement.
- Reverse transfer
- LSC students will be allowed access to academic advising services at UHD
- LSC 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.

[Texas Direct - Texas Higher Education Coordinating Board](#)

