

2+2 Degree Plan Checklist

Associate of Science in Business

Bachelor of Business Administration in Marketing

North Arkansas College

Associate of Science in Business¹

Possible Prerequisites			Semester	Hours	Grade
CP	0816	Introduction to Language		N/C	
CP	0911	Fundamentals of Algebra		N/C	
CP	0912	College Reading		N/C	
CP	0913	Fundamentals of Language		N/C	
CP	0922	Fundamentals of Algebra II		N/C	
CP	0933	Fundamentals of Algebra III		N/C	

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)			UCA ²	Semester	Hours	Grade
ENGL	1013	English Composition I	WRTG 1310		3	
ENGL	1023	English Composition II	WRTG 1320		3	
SPCH	1313	Fundamentals of Oral Communication	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MAT	1223	College Algebra	MATH 1390		3	
MAT	2123	Survey of Calculus	MATH 1395		3	

Lab Sciences (8 credit hours) ¹			UCA	Semester	Hours	Grade
BIOL	1004	General Biology <i>(or other Life Science with Lab – see advisor for approved list)</i>	BIOL 1400		4	
PHSC	1004	Fundamentals of Physical Science <i>(or other Physical Science with Lab – see advisor for approved list)</i>	PHYS 1400		4	

Fine Arts (6 credit hours)			UCA	Semester	Hours	Grade
ART	1003	Art Appreciation or	ART 2300		3	
DRAM	1003	Theatre Appreciation or	THEA 2300			
MUS	1003	Music Appreciation	MUS 2300			
ENGL	2213	World Literature I or	ENGL 2305		3	
ENGL	2223	World Literature II	ENGL 2306			

Social Sciences (6 credit hours)			UCA	Semester	Hours	Grade
HIST	2003	United States History I or	HIST 2301		3	
HIST	2013	United States History II or	HIST 2302			
PLSC	2003	American National Government	PSCI 1330			
HIST	1003	History of Western Civilization I or	HIST 1310		3	
HIST	1013	History of Western Civilization II	HIST 1320			

Social or Behavioral Science Elective (3 credit hours)			UCA	Semester	Hours	Grade
SOC	2013	Introduction to Sociology	SOC 1300		3	

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
BA	2003	Accounting Principles I	ACCT 2310		3	
BA	2013	Accounting Principles II	ACCT 2311		3	
BA	2103	Business Communications	MGMT 2301		3	
BA	2133	Introduction to Statistics	QMTH 2330		3	
BA	2713	Legal Environment of Business	ACCT 2321		3	
CIS	1103	Introduction to Information Technology	CSCI 1300		3	
ECON	2313	Principles of Macroeconomics	ECON 2320		3	
ECON	2323	Principles of Microeconomics	ECON 2321		3	

Total Hours: **62³**



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University of Central Arkansas
Bachelor of Business Administration in Marketing

UCA Courses (58 credit hours)⁴

Business Foundation (6 credit hours)			Semester	Hours	Grade
ECON	2310	Global Environment of Business		3	
MIS	2343	Desktop Support Technologies		3	

Business Core (18 credit hours)			Semester	Hours	Grade
FINA	3330	Managing Finance & Capital		3	
MGMT	3340	Managing People & Work		3	
MGMT	3344	Operations and Supply Chain Management		3	
MIS	3321	Managing Systems and Technology		3	
MKTG	3350	Principles of Marketing		3	
MGMT	4347	Managing Policy and Strategy		3	

Marketing Major (24 credit hours)			Semester	Hours	Grade
MKTG	4353	Marketing Research and Data Management		3	
MKTG	4354	Customer Behavior		3	
MKTG	4355	Marketing Management		3	
		Choose five:			
MKTG	3351	Retail Management		15	
MKTG	3355	Marketing & New Media			
MKTG	3356	Fashion Merchandising & E-Commerce			
MKTG	3360	Fundamentals of Strategic Selling			
MKTG	3365	Transportation			
MKTG	3371	Advertising			
MKTG	3372	Sales Management			
MKTG	3373	Public Relations			
MKTG	3375	Supply Chain Management			
MKTG	3382	Internship in Marketing			
MKTG	4320	Selected Topics in Marketing			
MKTG	4360	Health Care Marketing			
MKTG	4361	Marketing Planning for Health Care Organizations			
MKTG	4362	Services Marketing			
MKTG	4370	Fundamentals of Direct Marketing			
MKTG	4382	Internship in Marketing			
MKTG	4390	Special Problems in Marketing			
MGMT	3305	Social Issues in Management			
MGMT	3310	Fundamentals of Entrepreneurship			
MGMT	3315	Diversity/Multicultural Communications			
MGMT	3342	International Business			
MGMT	3346	Personnel/Human Resource Management			
MGMT	3349	Small Business Management			
MGMT	3352	Purchasing & Materials Management			

Electives (10 credit hours)			Semester	Hours	Grade
		General Electives		10	

Total Hours: 120⁵

¹ See your NAC advisor for degree and graduation information, including additional lab science options for this degree program.

² UCA transfer course designations are either guaranteed by ACTS (acts.adhe.edu) or have been approved as a substitution by UCA. Unless otherwise noted, courses for which no UCA equivalent course is listed would transfer in as elective credit.

³ Students completing the AS in Business degree requirements, as shown above, with a minimum 2.0 cumulative GPA, will have satisfied the UCA Lower-Division Core requirements and will be admitted to the BBA in Marketing degree program as a junior.

⁴ For more specific information about degree requirements within the junior and senior years at UCA, please review the UCA Undergraduate Bulletin (<http://uca.edu/ubulletin>) and consult your UCA academic advisor.

⁵ This degree program requires a total of 120 semester credit hours, including at least 40 upper-division credit hours completed at UCA.