

## Program Completion Plan (Four-Year Plan with Summers)

**Department:** Marketing and Management **Degree:** BBA  
**Program/Major:** Marketing  
**Track/Emphasis:** \_\_\_\_\_  
**Does this program require a minor? (Yes/No)** No

Important program information in the online *Undergraduate Bulletin*:

**General Education Requirements:** <http://www.uca.edu/ubulletin/02/208.html>  
**Degree Requirements:** <http://www.uca.edu/ubulletin/02/209.html>  
**Program Description:** <http://www.uca.edu/ubulletin/03/30104.html>

| Year 1                        |           |                            |              |                      |     |
|-------------------------------|-----------|----------------------------|--------------|----------------------|-----|
| Fall                          |           | Spring                     |              | Summer               |     |
| Course                        | SCH       | Course                     | SCH          | Course               | SCH |
| WRTG 1310                     | 3         | WRTG 1320                  | 3            |                      |     |
| MATH 1390                     | 3         | MATH 1395                  | 3            |                      |     |
| Gen Ed (Soc Sci) <sup>1</sup> | 3         | SPCH 1300                  | 3            |                      |     |
| Gen Ed                        | 3         | Gen Ed                     | 3            |                      |     |
| Gen Ed                        | 3         | Gen Ed or Gen Ed (Nat Sci) | 3/4          |                      |     |
|                               |           |                            |              |                      |     |
|                               |           |                            |              |                      |     |
|                               |           |                            |              |                      |     |
| <b>Total credits</b>          | <b>15</b> | <b>Total credits</b>       | <b>15/16</b> | <b>Total credits</b> |     |

| Year 2                     |              |                            |              |                      |     |
|----------------------------|--------------|----------------------------|--------------|----------------------|-----|
| Fall                       |              | Spring                     |              | Summer               |     |
| Course                     | SCH          | Course                     | SCH          | Course               | SCH |
| ACCT 2310                  | 3            | ACCT 2311                  | 3            |                      |     |
| ECON 2320 or 2321          | 3            | ECON 2320 or 2321          | 3            |                      |     |
| MIS 2343                   | 3            | MGMT 2301                  | 3            |                      |     |
| QMTM 2330                  | 3            | ECON 2310 <sup>2</sup>     | 3            |                      |     |
| Gen Ed or Gen Ed (Nat Sci) | 3/4          | Gen Ed or Gen Ed (Nat Sci) | 3/4          |                      |     |
|                            |              |                            |              |                      |     |
|                            |              |                            |              |                      |     |
|                            |              |                            |              |                      |     |
| <b>Total credits</b>       | <b>15/16</b> | <b>Total credits</b>       | <b>15/16</b> | <b>Total credits</b> |     |

| Year 3                 |           |                      |           |                      |     |
|------------------------|-----------|----------------------|-----------|----------------------|-----|
| Fall                   |           | Spring               |           | Summer               |     |
| Course                 | SCH       | Course               | SCH       | Course               | SCH |
| MKTG 3350 <sup>3</sup> | 3         | FINA 3330            | 3         |                      |     |
| MGMT 3344              | 3         | MGMT 3340            | 3         |                      |     |
| MIS 3321               | 3         | ACCT 2321            | 3         |                      |     |
| Gen Ed                 | 3         | Gen Ed               | 3         |                      |     |
| Gen Ed                 | 3         | Elective             | 3         |                      |     |
| Elective               | 1         |                      |           |                      |     |
|                        |           |                      |           |                      |     |
|                        |           |                      |           |                      |     |
| <b>Total credits</b>   | <b>16</b> | <b>Total credits</b> | <b>15</b> | <b>Total credits</b> |     |

| Year 4                          |           |                      |           |                      |     |
|---------------------------------|-----------|----------------------|-----------|----------------------|-----|
| Fall                            |           | Spring               |           | Summer               |     |
| Course                          | SCH       | Course               | SCH       | Course               | SCH |
| MKTG 4362                       | 3         | MKTG 4355            | 3         |                      |     |
| MKTG 4354                       | 3         | MKTG 4370            | 3         |                      |     |
| MKTG 4353                       | 3         | MKTG/MGMT elective   | 3         |                      |     |
| MKTG/MGMT elective <sup>4</sup> | 3         | MGMT 4347            | 3         |                      |     |
| MKTG/MGMT elective              | 3         | Elective             | 3         |                      |     |
| Elective                        | 1         |                      |           |                      |     |
|                                 |           |                      |           |                      |     |
|                                 |           |                      |           |                      |     |
| <b>Total credits</b>            | <b>16</b> | <b>Total credits</b> | <b>15</b> | <b>Total credits</b> |     |

## Notes

<sup>1</sup> This Gen Ed (Soc Sci) may not be an Economics class.

<sup>2</sup> ECON 2310 counts as Gen Ed (Soc Sci).

<sup>3</sup> MKTG 3350, MGMT 3340, MGMT 3344 & FINA 3330 require completion of ACCT 2310 & 2311, ECON 2320 & 2321 & QMTH 2330.

<sup>4</sup> MKTG/MGJT electives: 9 hours of upper-division marketing or management courses chosen from MKTG 3351, 3356, 3360, 3371, 3373, 3382, 4320, 4360, 4361, 4382, 4390 and/or MGMT 3305, 3310, 3315, 3342, 3346, 3349, 3352. Electives must be approved by advisor.