### DEGREE REQUIREMENT CHECKSHEET
#### 2014 – 2015 BULLETIN
#### BBA MARKETING MAJOR w/SUPPLY CHAIN EMPHASIS

**UCA CORE LOWER DIVISION**

UCA Lower Division Core requirements can be found at: [http://uca.edu/gened/checksheet/](http://uca.edu/gened/checksheet/)

**College of Business Courses in the UCA Core Lower Division**

**Courses included in Business Foundation Requirements**

- ECON 2310 Global Environment of Business *(UCA Core: Diversity in World Cultures Course)*
- ECON 2320 Principles of Macroeconomics *(ACTS: ECON 2103)* *(UCA Core: Critical Inquiry Social Science Course)*
- ECON 2321 Principles of Microeconomics *(ACTS: ECON 2203)* *(UCA Core: Critical Inquiry Social Science Course)*
- MATH 1395 Applied Calculus for Business & Economics *(UCA Core: Critical Inquiry Social Science Course)*
- MGMT 2301 Business Communications *(ACTS: BUSI 2013)* *(UCA Core: Oral Communication Course)*
- MKTG 2376 Business Innovation & Creativity *(If required by major)* *(UCA Core: Oral Communication Course)*

**Other College of Business UCA Core Alternatives**

- MGMT 2341 Principles of Management *(UCA Core: Critical Inquiry Social Science Course)*
- ECON 1310 Modern Political Economy *(UCA Core: Responsible Living Social Science)*
- FINA 2330 Personal Finance (SS) *(UCA Core: Responsible Living Social Science)*

**SUMMARY OF GRADUATION REQUIREMENTS**

1. A minimum of 120 hours earned from the following areas:
   - UCA Lower Division Core - 38 hours
   - Business Foundation – 30 hours
   - Business Core – 18 hours
   - Major – 24 hours
   - Electives to equal 120 hours

   Note: A second major, minor, and/or special degree requirements may increase the number of hours required for graduation.

2. At least a 2.000 Grade Point Average is required overall, in the business foundation/core, and in the major.

3. In the **Business Foundation**, a student may **NOT** proceed to take courses in the Business Core if the student’s GPA is not at least a 2.0 in the following courses: ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330.

4. Forty hours of upper division credit (3000 – 4000 level courses) are required for graduation.

5. For additional information, consult your academic advisor or the undergraduate bulletin

**MAJOR REQUIREMENTS**

*All courses are 3 credit hours unless otherwise noted*

**Business Foundation (30 hours)**

- ACCT 2310 Principles of Accounting I *(ACTS: ACCT 2003)* *(Prereq: MATH 1390, sophomore status)*
- ACCT 2311 Principles of Accounting II *(ACTS: ACCT 2013)* *(Prereq: ACCT 2310)*
- ACCT 2321 Legal Environment of Business I *(ACTS: BLAW 2003)* *(Prereq: sophomore status)*
- ECON 2310 Global Environment of Business *(UCA Core: Diversity in World Cultures Course)*
- ECON 2320 Principles of Macroeconomics *(ACTS: ECON 2103)* *(Prereq: MATH 1390)* *(UCA Core: Critical Inquiry Social Science Course)*
- ECON 2321 Principles of Microeconomics *(ACTS: ECON 2203)* *(Prereq: MATH 1390)* *(UCA Core: Critical Inquiry Social Science Course)*
- QMTH 2330 Business Statistics *(ACTS: BUSI 2103)* *(Prereq: MATH 1390)*
- MATH 1395 Applied Calculus for Business & Economics *(Prereq: MATH 1390)* *(UCA Core: Critical Inquiry Quantitative Course)*
- MGMT 2301 Business Communications *(ACTS: BUSI 2013)* *(UCA Core: Oral Communication Course)*
- MIS 2343 Desktop Support Technologies

*This course has prerequisites; check the Undergraduate Bulletin for details*

**Business Core Requirements (18 hours)**

Prerequisite note: Completion of ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330 is required prior to enrolling in MKTG 3350, FINA 3330, MGMT 3340, and MGMT 3344.

- FINA 3330 Managing Finance & Capital**
- MGMT 3340 Managing People & Work**
- MGMT 3344 Managing Production & Operations**
- MIS 3321 Managing Systems and Technology
- MKTG 3350 Principles of Marketing**
- MGMT 4347 Managing Policy and Strategy** *(this course should be taken in final semester)*

*This course has prerequisites; check the Undergraduate Bulletin for details*

**Marketing Major (24 hours)**

- MKTG 4353 Marketing Research & Data Management *(Prerequisite MKTG 3350)*
- MKTG 4354 Consumer Behavior *(Prerequisite MKTG 3350)*
- MKTG 4355 Marketing Management *(Prerequisite MKTG 3350 + either 6 hours of Marketing or instructor consent)*

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SUPPLY CHAIN EMPHASIS (15 hours)
MGMT 3344 [Business Core], MGMT 4341 [MGMT Major Core]
PLUS
____ MKTG 3365 Transportation
____ MKTG 3375 Supply Chain Management
____ MGMT 3352 Purchasing & Materials Management
____ MGMT 4341 Quantitative Methods in Management

Additional Marketing Electives: Choose ONE
____ MKTG 3351 Retail Management**
____ MKTG 3355 Marketing & New Media
____ MKTG 3356 Fashion Merchandising & E-Commerce
____ MKTG 3360 Fundamentals of Strategic Selling**
____ MKTG 3371 Advertising**
____ MKTG 3372 Sales Management**
____ MKTG 3373 Public Relations**
____ MKTG 3382 Internship in Marketing**
____ MKTG 4320 Selected Topics in Marketing**
____ MKTG 4360 Health Care Marketing
____ MKTG 4361 Marketing Planning for Health Care Orgs
____ 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

** This course has prerequisites; check the Undergraduate Bulletin for details

Electives (to equal 120 hours)
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____ ______________________________________
____ ______________________________________
____ ______________________________________