

**DEGREE REQUIREMENT CHECKSHEET
2015 – 2016 BULLETIN
BBA MARKETING MAJOR**

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 Operations & Supply Chain Mgmt**
- _____ 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**)

Choose five (Max of 2 MGMT Courses)

- _____ MKTG 3351 Retail Management**
- _____ 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 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
- _____ MGMT 3352 Purchasing & Materials Management**

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

Electives (to equal 120 hours) (add more on back)

- _____
- _____
- _____

SUMMARY OF GRADUATION REQUIREMENTS

1. A minimum of 120 hours earned from the following areas:
 - UCA Lower Division Core - 38 hours
 - **UCA Lower Division Core requirements can be found at:**
<http://uca.edu/core>
 - UCA Lower division core requirements for Diversity in World Cultures, Oral Communication, Critical Inquiry Quantitative, Critical Inquiry Social Science will be completed as students complete the Business Foundation
 - ECON 1310 Modern Political Economy and FINA 2330 Personal Finance are Responsible Living Social Science alternatives available within the College of Business for students to consider when choosing a class in the Responsible Living area
 - UCA Upper Division Core
 - At least one upper division course in each of the following categories is required: Diversity (D), Effective Communication (C), Responsible Living (R), Critical Inquiry (I), and Capstone Experience (Z)
 - A course may satisfy up to 2 of these requirements
 - These requirements will be met by completing the Business Core and Economics Major requirements
- 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