

2+2 Degree Plan Checklist

Associate of Science in Business

Bachelor of Business Administration in Marketing

Arkansas State University – Beebe

Associate of Science in Business¹

Possible Prerequisites			Semester	Hours	Grade
UNIV	1003	Principles of Academic Success (required if registering for a remedial course)		(3)	
ENG	0013	Precollege Literacy		N/C	
ENG	0023	College Literacy (taken simultaneously with ENG 1003 – Freshman English I)		N/C	
MATH	0013	Foundations of Algebra I		N/C	
MATH	0023	Foundations of Algebra II		N/C	

General Education Requirements (38 credit hours)

English/Communication (12 credit hours)			UCA ²	Semester	Hours	Grade
ENG	1003	Freshman English I	WRTG 1310		3	
ENG	1013	Freshman English II	WRTG 1320		3	
SPCH	1203	Oral Communications	SPCH 1300		3	
ENG	2003	World Literature I or	ENGL 2305		3	
ENG	2013	World Literature II	ENGL 2306			

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MATH	1023	College Algebra	MATH 1390		3	
MATH	2143	Calculus with Business Applications	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIOL	1014	Principles of Biology	BIOL 1440		4	
PHSC	1204	Physical Science	PHYS 1400		4	

Fine Arts (3 credit hours)			UCA	Semester	Hours	Grade
ART	2503	Fine Arts – Visual or	ART 2300		3	
MUS	2503	Fine Arts – Musical or	MUS 2300			
THEA	2503	Fine Arts - Theatre	THEA 2300			

Social Sciences (6 credit hours)			UCA	Semester	Hours	Grade
HIST	2763	The United States to 1876 or	HIST 2301		3	
HIST	2773	The United States since 1876 or	HIST 2302			
POSC	2103	Introduction to United States Government	PSCI 1330			
HIST	1013	World Civilization to 1660 or	HIST 1310		3	
HIST	1023	World Civilization since 1660	HIST 1320			

Social or Behavioral Science Elective (3 credit hours)			UCA	Semester	Hours	Grade
SOC	2213	Principles of Sociology	SOC 1300		3	

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
ACCT	2003	Principles of Accounting I	ACCT 2310		3	
ACCT	2013	Principles of Accounting II	ACCT 2311		3	
LAW	2023	Legal Environment of Business	ACCT 2321		3	
QM	2113	Business Statistics	QMTM 2330		3	
CIS	1503	Microcomputer Applications I	CSCI 1300		3	
ECON	2313	Principles of Macroeconomics	ECON 2320		3	
ECON	2323	Principles of Microeconomics	ECON 2321		3	
BSYS	2563	Business Communications	MGMT 2301		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 (3 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	Managing Productions & Operations		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: **120**⁵

¹ See your ASU-Beebe advisor for degree and graduation information.

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.