



2+2 Degree Plan Checklist

Associate of Science in Business

Bachelor of Business Administration in Marketing



Pulaski Technical College

Associate of Science in Business¹

Possible Prerequisites			Semester	Hours	Grade
DEVE	0314	Reading Improvement		N/C	
DEVE	0316	College Reading		N/C	
DEVE	0322	English Skills		N/C	
DEVE	0324	English Composition Fundamentals		N/C	
DEVE	0334	Pre-Algebra Skills		N/C	
DEVE	0336	Elementary Algebra		N/C	
DEVE	0338	Intermediate Algebra		N/C	

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)			UCA ²	Semester	Hours	Grade
ENGL	1311	English Composition I	WRTG 1310		3	
ENGL	1312	English Composition II	WRTG 1320		3	
SPCH	1300	Speech Communication	SPCH 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MATH	1302	College Algebra	MATH 1390		3	
MATH	1308	Business Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIOL	1401	Biological Science with Lab	BIOL 1400		4	
PHYS	1401	Physical Science	PHYS 1400		4	

Literature (3 credit hours)			UCA	Semester	Hours	Grade
ENGL	2337	World Literature from the Beginning to 1650 or	ENGL 2305		3	
ENGL	2338	World Literature from 1650 to the Present	ENGL 2306			

Fine Arts (3 credit hours)			UCA	Semester	Hours	Grade
ARTS	2300	Introduction to Visual Arts or	ART 2300		3	
MUSC	2300	Introduction to Music or	MUS 2300			
THEA	2300	Introduction to Theatre	THEA 2300			

Social Sciences (9 credit hours)			UCA	Semester	Hours	Grade
HIST	1311	History of Civilization I or	HIST 1310		9	
HIST	1312	History of Civilization II or	HIST 1320			
HIST	2311	U.S. History to 1877 or	HIST 2301			
HIST	2312	U.S. History since 1877 or	HIST 2302			
POLS	1310	American National Government or	PSCI 1330			
SOCI	2300	Introduction to Sociology	SOC 1300			

Business Foundation (24 credit hours)³

			UCA	Semester	Hours	Grade
ACCT	2310	Principles of Accounting I	ACCT 2310		3	
ACCT	2330	Principles of Accounting II	ACCT 2311		3	
BUS	2633	Legal Environment of Business	ACCT 2321		3	
MATH	2320	Introduction to Statistics and Probability	MATH 2311		3	
CIS	1403	Microcomputer Applications I	MIS 2343		3	
ECON	2323	Principles of Macroeconomics	ECON 2320		3	
ECON	2322	Principles of Microeconomics	ECON 2321		3	
BSYS	1243	Business Communications	MGMT 2301		3	

Total Hours: **62⁴**



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University of Central Arkansas

Bachelor of Business Administration in Marketing

UCA Courses (58 credit hours)⁵

Business Foundation (3 credit hours)			Semester	Hours	Grade
ECON	2310	Global Environment of Business		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			
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		15	
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 (13 credit hours)			Semester	Hours	Grade
		General Electives		13	

Total Hours: 120⁶

¹ See your PTC 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 MATH 2320 will satisfy the statistics requirement for this degree program; students will not be required to take QMTH 2330 at UCA.

⁴ 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.

⁵ 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.

⁶ This degree program requires a total of 120 semester credit hours, including at least 40 upper-division credit hours completed at UCA.