



2+2 Degree Plan Checklist

Associate of Science in Business

Bachelor of Business Administration in Marketing



College of the Ouachitas

Associate of Science in Business¹

Possible Prerequisites			Semester	Hours	Grade
ENGL	1023	Foundations of Reading and Writing		N/C	
ENGL	1103	Basic Writing		N/C	
MATH	1003	Basic Math		N/C	
MATH	1013	Basic Algebra		N/C	
MATH	1023	Intermediate Algebra		N/C	
READ	1013	Academic Reading		N/C	

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)			UCA ²	Semester	Hours	Grade
ENGL	1113	Composition I	WRTG 1310		3	
ENGL	1213	Composition II	WRTG 1320		3	
COMM	2113	Oral Communication	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MATH	1143	College Algebra	MATH 1390		3	
MATH	2163	Business Calculus	MATH 1395		3	

Lab Sciences (8 credit hours) ¹			UCA	Semester	Hours	Grade
BIOL	1124	Introduction to Biology	BIOL 1400		4	
PHYC	1134	Introduction to Physical Science	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)			UCA	Semester	Hours	Grade
HUMN	2113	Humanities: Art or	ART 2300		3	
HUMN	2123	Humanities: Music or	MUS 2300			
HUMN	2133	Humanities: Theatre	THEA 2300			
ENGL	2213	World Literature I or	ENGL 2305		3	
ENGL	2223	World Literature II	ENGL 2306			

Social Sciences (9 credit hours)			UCA	Semester	Hours	Grade
HIST	2113	U.S. History through 1865 or	HIST 2301		3	
HIST	2123	U.S. History since 1865 or	HIST 2302			
GOVT	2113	American National Government	PSCI 1330			
HIST	1113	Civilization through 16 th Century or	HIST 1310		3	
HIST	1123	Civilization since 16 th Century	HIST 1320			
PSYC	1113	General Psychology or	PSYC 1300		3	
SOCI	1113	Introduction to Sociology	SOC 1300			

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
ACTG	1113	Principles of Accounting I	ACCT 2310		3	
ACTG	1203	Principles of Accounting II	ACCT 2311		3	
BOIS	2203	Legal Environment	ACCT 2321		3	
GBUS	2023	Business Statistics	QMTH 2330		3	
DATA	1123	Fundamentals of Information Technology	CSCI 1300		3	
ECON	2113	Principles of Macroeconomics	ECON 2320		3	
ECON	2213	Principles of Microeconomics	ECON 2321		3	
BOIS	2303	Business Communications	MGMT 2301		3	

Total Hours: 62³



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University of Central Arkansas
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UCA Courses (58 credit hours)⁴

Business Foundation (6 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	Operations and Supply Chain Management		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			
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: 120⁵

¹ See your COTO advisor for degree and graduation information, including additional lab science options for this degree program.

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.