



2+2 Degree Plan Checklist

Associate of Science in Business

Bachelor of Business Administration in Marketing



University of Arkansas Community College at Morrilton

Associate of Science in Business¹

Possible Prerequisites

ACAD	0001	College Orientation	ACAD	0303	Basic Composition	ACAD	0503	Fundamentals of Computers
ACAD	0123	Foundations of Mathematics	ACAD	0421L	College Success	MATH	0803	Basic Algebra
ACAD	0213	Reading	MATH	0501L	Beginning Keyboarding	MATH	0903	Intermediate Algebra

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)

			UCA ²	Semester	Hours	Grade
ENG	1013	Composition I	WRTG 1310		3	
ENG	1023	Composition II	WRTG 1320		3	
SPH	2303	Introduction to Oral Communications	COMM 1300		3	

Mathematics (6 credit hours)

			UCA	Semester	Hours	Grade
MATH	1203	College Algebra	MATH 1390		3	
MATH	2023	Calculus for Business	MATH 1395		3	

Lab Sciences (8 credit hours)¹

			UCA	Semester	Hours	Grade
BIOL	1004	Fundamentals of Biology	BIOL 1440		4	
PHY	2004	Physical Science	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)

			UCA	Semester	Hours	Grade
ART	2003	Art Appreciation or	ART 2300		3	
MUS	2003	Music Appreciation or	MUS 2300			
THEA	2003	Theatre Appreciation	THEA 2300			
ENG	2213	World Literature I or	ENGL 2305		3	
ENG	2223	World Literature II	ENGL 2306			

Social Sciences (9 credit hours)

			UCA	Semester	Hours	Grade
HIST	1003	Western Civilization I or	HIST 1310		3	
HIST	1013	Western Civilization II	HIST 1320			
HIST	2003	United States History I or	HIST 2301		3	
HIST	2013	United States History II or	HIST 2302			
PSCI	2003	American Government	PSCI 1330			
SOC	2013	Introduction to 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	
BUS	2013	Business Communications I	MGMT 2301		3	
BUS	2393	Business Law	ACCT 2321		3	
CIS	1013	Introduction to Computers	CSCI 1300		3	
ECON	2453	Macroeconomics	ECON 2320		3	
ECON	2463	Microeconomics	ECON 2321		3	
MATH	2003	Introduction to Statistics	QMTM 2330		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 (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		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: 120⁵

¹ See your UACCM 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.