



## 2+2 Degree Plan Checklist

### Associate of Science in Business

### Bachelor of Business Administration in Marketing



### College of the Ouachitas<sup>1</sup>

### Associate of Science in Business<sup>2</sup>

Possible Prerequisites			Semester	Hours	Grade
ENGL	1023	Foundations of Reading and Writing		N/C	
ENGL	1103	Basic Writing		N/C	
GNEB	1012	Principles of Collegiate Success		N/C	
MATH	1033	Foundations of Math I		N/C	
MATH	1043	Foundations of Math II		N/C	
READ	1013	Academic Reading		N/C	

#### General Education Requirements (38 credit hours)

English/Communication (9 credit hours)			UCA <sup>3</sup>	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)			UCA	Semester	Hours	Grade
BIOL	1124	Introduction to Biology <i>(or other Life Science with Lab approved for COTO Core)</i>	BIOL 1400		4	
PHYC	1134	Introduction to Physical Science <i>(or other Physical Science with Lab approved for COTO Core)</i>	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 <sup>th</sup> Century or	HIST 1310		3	
HIST	1123	Civilization since 16 <sup>th</sup> 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	QMTM 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: 62<sup>4</sup>**



## 2+2 Degree Plan Checklist

### Associate of Science in Business

### Bachelor of Business Administration in Marketing



### University of Central Arkansas

### Bachelor of Business Administration in Marketing

#### UCA Courses (58 credit hours)<sup>5</sup>

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 (UD Core: I)		3	
MGMT	3340	Managing People & Work (UD Core: D)		3	
MGMT	3344	Operations and Supply Chain Management		3	
MIS	3321	Managing Systems and Technology (UD Core: R)		3	
MKTG	3350	Principles of Marketing		3	
MGMT	4347	Managing Policy and Strategy (UD Core: Z)		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 (UD Core: C)		3	
		<b>Choose five:</b>			
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	Strategic 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<sup>6</sup>**

<sup>1</sup> Please see your COTO advisor for degree and graduation information.

<sup>2</sup> Agreement requirements are guaranteed in accordance with the academic year of initial enrollment at COTO, not to precede the academic year during which the agreement first took effect. A period of non-enrollment of 12 months or more requires that the student adhere to the agreement revision corresponding with the academic year of re-enrollment.

<sup>3</sup> 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.

<sup>4</sup> 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 and will be admitted to the BBA in Marketing degree program as a junior.

<sup>5</sup> In order to receive important communications about transferring to UCA, students are encouraged to create a UCA student account at [gopurple.uca.edu](http://gopurple.uca.edu). For more information about the 2+2 program, students may also send email inquiries to [ucatransfer@uca.edu](mailto:ucatransfer@uca.edu).

<sup>6</sup> This agreement requires 120 credit hours as follows: maximum 62 at COTO and remaining 58 at UCA (40 of which must be upper-division).