



2+2 Degree Plan Checklist

Associate of Science in Business

Bachelor of Business Administration in Marketing



Northwest Arkansas Community College¹

Associate of Science in Business²

Possible Prerequisites			Semester	Hours	Grade
ENGL	0063	Intermediate Writing		N/C	
MATH	0053	Beginning Algebra		N/C	
MATH	0103	Intermediate Algebra		N/C	
READ	0033	College Reading		N/C	

General Education Requirements (38 credit hours)

English Composition (6 credit hours)			UCA ³	Semester	Hours	Grade
ENGL	1013	Composition I	WRTG 1310		3	
ENGL	1023	Composition II	WRTG 1320		3	

Speech Communication (3 credit hours)			UCA	Semester	Hours	Grade
COMM	1303	Public Speaking	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MATH	1203	College Algebra <i>(MATH 1204 may also be used to fulfill this requirement)</i>	MATH 1390		3	
MATH	2043	Survey of Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIOL	1544	Principles of Biology I <i>(or other ASB approved Life Science with Lab)</i>	BIOL 1440		4	
PHSC	2004	Introduction to Physical Science <i>(or other ASB approved Physical Science with Lab)</i>	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)			UCA	Semester	Hours	Grade
ARHS	1003	Art Appreciation or	ART 2300		3	
MUSI	1003	Music Appreciation or	MUS 2300			
THTR	1003	Introduction to the Theatre	THEA 2300			
ENGL	2213	Survey of World Literature to 1650 or	ENGL 2305		3	
ENGL	2223	Survey of World Literature from 1650	ENGL 2306			

U.S. History of Government (3 credit hours)			UCA	Semester	Hours	Grade
HIST	2003	History of the American People to 1877 or	HIST 2301		3	
HIST	2013	History of the American People, 1877 to Present or	HIST 2302			
PLSC	2003	American National Government	PSCI 1330			

Social Sciences (6 credit hours)			UCA	Semester	Hours	Grade
HIST	1003	History of Western Civilization to 1650 or	HIST 1310		3	
HIST	1013	History of Western Civilization since 1650 <i>(this fulfills one elective requirement within ASB degree plan)</i>	HIST 1320			
SOCI	2013	General Sociology	SOC 1300			

Business & Elective Courses (24 credit hours)

			UCA	Semester	Hours	Grade
ACCT	2013	Principles of Accounting I	ACCT 2310		3	
ACCT	2023	Principles of Accounting II	ACCT 2311		3	
BLAW	2013	Legal Environment of Business I	ACCT 2321		3	
CISQ	2013	Business Statistics	QMTH 2330		3	
CISQ	1103	Introduction to Computer Information Systems	CSCI 1300		3	
ECON	2013	Principles of Macroeconomics	ECON 2320		3	
ECON	2023	Principles of Microeconomics	ECON 2321		3	
OSIM	1103	Business Communications <i>(this fulfills one elective requirement within ASB degree plan)</i>	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 (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	Consumer Behavior		3	
MKTG	4355	Marketing Management (UD Core: C)		3	
Choose five (max of 2 MGMT courses):					
MKTG	3351	Retail Management and E-Commerce		15	
MKTG	3355	Marketing & New Media			
MKTG	3356	Fashion Merchandising and E-Commerce			
MKTG	3360	Fundamentals of Strategic Selling			
MKTG	3365	Transportation and Motor Carrier Management			
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	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: 120⁶

¹ Please see your NWACC advisor for degree and graduation information.

² Agreement requirements are guaranteed in accordance with the academic year of initial enrollment at NWACC, 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 year of re-enrollment.

³ UCA course is either guaranteed by ACTS (acts.adhe.edu) or by UCA Department Chair approval (if blank, elective credit will be awarded).

⁴ Students completing the AS in Business degree, 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.

⁵ In order to receive important communications about transferring to UCA, students are encouraged to create a UCA student account at gopurple.uca.edu. For more information about the 2+2 program, students may also send email inquiries to ucatransfer@uca.edu.

⁶ This agreement requires 120 credit hours: maximum 62 at NWACC and remaining 58 at UCA (40 of which must be upper-division).