



2+2 Degree Plan Checklist

Associate of Science in Business

Bachelor of Business Administration in Marketing



Cossatot Community College of the University of Arkansas¹

Associate of Science in Business²

Possible Prerequisites			UCA ³	Semester	Hours	Grade
GSTD	0201	Composition Lab			N/C	
GSTD	0243	Essential English			N/C	
GSTD	0263	Foundations for Writing			N/C	
GSTD	0413	Foundations for Mathematics			N/C	
GSTD	0433	Intermediate Algebra			N/C	
SPD	1003	Success Strategies			(3)	

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)			UCA ³	Semester	Hours	Grade
ENGL	1113	Composition I	WRTG 1310		3	
ENGL	1123	Composition II	WRTG 1320		3	
SPCH	1113	Principles of Speech	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MATH	1023	College Algebra	MATH 1390		3	
MATH	2053	Survey of Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIOL	1014	General Biology	BIOL 1440		4	
PHYS	2024	Physical Science	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)			UCA	Semester	Hours	Grade
FA	2003	Introduction to Fine Arts: Art or	ART 2300		3	
FA	2013	Introduction to Fine Arts: Music	MUS 2300			
ENGL	2213	World Literature to 1650 or	ENGL 2305		3	
ENGL	2223	World Literature since 1650	ENGL 2306			

Social Sciences (9 credit hours)			UCA	Semester	Hours	Grade
HIST	1003	Western Civilization to 1700 or	HIST 1310		3	
HIST	1013	Western Civilization since 1700 or	HIST 1320			
PSCI	2003	American Government	PSCI 1330			
HIST	2013	United States History to 1876 or	HIST 2301		3	
HIST	2023	United States History since 1876	HIST 2302			
SOC	2003	Introduction to Sociology	SOC 1300		3	

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
ACCT	2113	Accounting Principles I	ACCT 2310		3	
ACCT	2123	Accounting Principles II	ACCT 2311		3	
BUS	1003	Microcomputer Applications	CSCI 1300		3	
BUS	2103	Business Law	ACCT 2321		3	
BUS	2023	Business Communications	MGMT 2301		3	
ECON	2003	Macroeconomics	ECON 2320		3	
ECON	2103	Microeconomics	ECON 2321		3	
MATH	2023	Introduction to Statistics	MATH 2311		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 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				15	
Electives (10 credit hours)			Semester	Hours	Grade
		General Electives		10	

Total Hours: 120⁶

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

² Agreement requirements are guaranteed in accordance with the academic year of initial enrollment at UAC, 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 UAC and remaining 58 at UCA (40 of which must be upper-division).