



# 2+2 Degree Plan Checklist

## Associate of Science in Business

### Bachelor of Business Administration in Marketing



### Pulaski Technical College<sup>1</sup>

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

Possible Prerequisites			Semester	Hours	Grade
DEVE	0314	Reading Improvement		N/C	
DEVE	0316	College Reading		N/C	
DEVE	0322	English Skills		N/C	
DEVE	0324	English Composition Fundamentals		N/C	
DEVE	0334	Pre-Algebra Skills		N/C	
DEVE	0336	Elementary Algebra		N/C	
DEVE	0338	Intermediate Algebra		N/C	

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

English/Communication (9 credit hours)			UCA <sup>3</sup>	Semester	Hours	Grade
ENGL	1311	English Composition I	WRTG 1310		3	
ENGL	1312	English Composition II	WRTG 1320		3	
SPCH	1300	Speech Communication	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MATH	1302	College Algebra	MATH 1390		3	
MATH	1308	Business Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIOL	1400	Biology for General Education <i>(or other Life Science with Lab approved for PTC Core)</i>	BIOL 1400		4	
PHYS	1401	Physical Science <i>(or other Physical Science with Lab approved for PTC Core)</i>	PHYS 1400		4	

Literature (3 credit hours)			UCA	Semester	Hours	Grade
ENGL	2337	World Literature from the Beginning to 1650 or	ENGL 2305		3	
ENGL	2338	World Literature from 1650 to the Present	ENGL 2306			

Fine Arts (3 credit hours)			UCA	Semester	Hours	Grade
ARTS	2300	Introduction to Visual Arts or	ART 2300		3	
MUSC	2300	Introduction to Music or	MUS 2300			
THEA	2300	Introduction to Theatre	THEA 2300			

History/Government (3 credit hours)			UCA	Semester	Hours	Grade
HIST	2311	U.S. History to 1877 or	HIST 2301		3	
HIST	2312	U.S. History since 1877 or	HIST 2302			
POLS	1310	American National Government	PSCI 1330			

Social Sciences (6 credit hours)			UCA	Semester	Hours	Grade
HIST	1311	History of Civilization I or	HIST 1310		6	
HIST	1312	History of Civilization II or	HIST 1320			
SOCI	2300	Introduction to Sociology	SOC 1300			

#### Business Foundation (24 credit hours)<sup>4</sup>

			UCA	Semester	Hours	Grade
ACCT	2310	Principles of Accounting I	ACCT 2310		3	
ACCT	2330	Principles of Accounting II	ACCT 2311		3	
BUS	2633	Legal Environment of Business	ACCT 2321		3	
MATH	2320	Introduction to Statistics and Probability <sup>4</sup>	MATH 2311		3	
CIS	1403	Microcomputer Applications I	MIS 2343		3	
ECON	2323	Principles of Macroeconomics	ECON 2320		3	
ECON	2322	Principles of Microeconomics	ECON 2321		3	
BUS	1243	Business Communications	MGMT 2301		3	

**Total Hours: 62<sup>5</sup>**



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### University of Central Arkansas

### Bachelor of Business Administration in Marketing

#### UCA Courses (58 credit hours)<sup>6</sup>

<b>Business Foundation (3 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
ECON	2310	Global Environment of Business		3	
<b>Business Core (18 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
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	
<b>Marketing Major (24 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
MKTG	4353	Marketing Research and Data Management		3	
MKTG	4354	Customer Behavior		3	
MKTG	4355	Marketing Management (UD Core: C)		3	
MKTG	3351	<b>Choose five:</b> 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	Strategic Human Resource Management			
MGMT	3349	Small Business Management			
MGMT	3352	Purchasing & Materials Management			
<b>Electives (13 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
		General Electives		13	

**Total Hours: 120<sup>7</sup>**

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

<sup>2</sup> Agreement requirements are guaranteed in accordance with the academic year of initial enrollment at PTC, 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 course is either guaranteed by ACTS (acts.adhe.edu) or by UCA Department Chair approval (if blank, elective credit will be awarded).

<sup>4</sup> MATH 2320 will satisfy the statistics requirement for this degree program; students will not be required to take QMTH 2330 at UCA.

<sup>5</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>6</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>7</sup> This agreement requires 120 credit hours as follows: maximum 62 at PTC and remaining 58 at UCA (40 of which must be upper-division).