



**2+2 Degree Plan Checklist**  
**Associate of Science in Business**  
**Bachelor of Business Administration in Marketing**



**North Arkansas College<sup>1</sup>**  
**Associate of Science in Business<sup>2</sup>**

Possible Prerequisites			Semester	Hours	Grade
CP	0816	Introduction to Language		N/C	
CP	0911	Fundamentals of Algebra		N/C	
CP	0912	College Reading		N/C	
CP	0913	Fundamentals of Language		N/C	
CP	0922	Fundamentals of Algebra II		N/C	
CP	0933	Fundamentals of Algebra III		N/C	

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

English/Communication (9 credit hours)			UCA <sup>3</sup>	Semester	Hours	Grade
ENGL	1013	Composition I	WRTG 1310		3	
ENGL	1023	Composition II	WRTG 1320		3	
SPCH	1313	Fundamentals of Oral Communication	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MAT	1223	College Algebra	MATH 1390		3	
MAT	2123	Survey of Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIOL	1004	General Biology <i>(or other ASB Life Science with Lab)</i>	BIOL 1400		4	
PHSC	1004	Fundamentals of Physical Science <i>(or other ASB Physical Science with Lab)</i>	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)			UCA	Semester	Hours	Grade
ART	1003	<b>Choose one:</b> Art Appreciation	ART 2300		3	
DRAM	1003	Theatre Appreciation	MUS 2300			
MUS	1003	Music Appreciation	THEA 2300			
ENGL	2213	<b>Choose one:</b> World Literature I	ENGL 2305		3	
ENGL	2223	World Literature II	ENGL 2306			

Social Sciences (6 credit hours)			UCA	Semester	Hours	Grade
HIST	2003	<b>Choose one:</b> United States History I	HIST 2301		3	
HIST	2013	United States History II	HIST 2302			
PLSC	2003	American National Government	PSCI 1330			
HIST	1113	<b>Choose one:</b> World Civilizations I	HIST 1310		3	
HIST	1123	World Civilizations II	HIST 1320			

Social or Behavior Science Elective (3 Credit Hours)			UCA	Semester	Hours	Grade
SOC	2013	Introduction to Sociology	SOC 1300		3	

**Business Foundation (24 credit hours)**

			UCA	Semester	Hours	Grade
BA	2003	Accounting Principles I	ACCT 2310		3	
BA	2013	Accounting Principles II	ACCT 2311		3	
BA	2713	Legal Environment of Business	ACCT 2321		3	
BA	2133	Introduction to Statistics	QMTM 2330		3	
CIS	1103	Introduction to Information Technology	CSCI 1300		3	
ECON	2313	Principles of Macroeconomics	ECON 2320		3	
ECON	2323	Principles of Microeconomics	ECON 2321		3	
BA	2103	Business Communications	MGMT 2301		3	

**Total Hours: 62<sup>4</sup>**



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**University of Central Arkansas**  
**Bachelor of Business Administration in Marketing**  
**UCA Courses (58 credit hours)<sup>5</sup>**

<b>Business Foundation (6 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
ECON	2310	Global Environment of Business		3	
MIS	2343	Desktop Decision Support Technologies		3	
<b>Business Core (18 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
FINA	3330	Managing Finance and Capital (UD UCA Core: I)		3	
MGMT	3340	Managing People and Work (UD UCA Core: D, R)		3	
MGMT	3344	Operations and Supply Chain Management		3	
MIS	3321	Managing Systems and Technology		3	
MKTG	3350	Principles of Marketing (UD UCA Core: D)		3	
MGMT	4347	Managing Policy and Strategy (UD UCA Core: Z)		3	
<b>Marketing Major (24 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
MKTG	4353	Marketing Research & Data Management		3	
MKTG	4354	Consumer Behavior		3	
MKTG	4355	Marketing Management (UD UCA Core: C)		3	
<b>Choose a minimum of three and a maximum of five:</b> MKTG 3351 Retail Management MKTG 3355 Marketing & New Media: Social Media & Emerging Trends MKTG 3356 Fashion Merchandising & 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 3385 Safety and Motor Carrier Policy 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 4V90 Special Problems in Marketing				9-15	
<b>Choose a maximum of two:</b> MGMT 3305 Social Issues in Management MGMT 3310 Fundamentals of Entrepreneurship MGMT 3315 International Business Communications MGMT 3342 International Business MGMT 3346 Strategic Human Resource Management MGMT 3349 Small Business Management MGMT 3352 Purchasing & Materials Management MGMT 4376 New Venture Creation (UD UCA Core: C)				0-6	
<b>Electives (10 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
		General Electives		10	
<b>Total Hours:</b>				<b>120<sup>6</sup></b>	

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

<sup>2</sup> Agreement requirements are guaranteed in accordance with the academic year of initial enrollment at NAC, 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> 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. For more information about the 2+2 program, students may also send email inquiries to ucatransfer@uca.edu.

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