



2+2 Degree Plan Checklist
Associate of Science in Business
BBA in Marketing



College of the Ouachitas¹
Associate of Science in Business²

Possible Prerequisites			Semester	Hours	Grade
ENGL	1023	Foundations of Reading and Writing		N/C	
ENGL	1103	Basic Writing		N/C	
GNED	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 ³	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 ASB Life Science with Lab)</i>	BIOL 1400		4	
PHYC	1134	Introduction to Physical Science <i>(or other ASB Physical Science with Lab)</i>	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)			UCA	Semester	Hours	Grade
HUMN	2113	Choose one: Humanities: Art	ART 2300		3	
HUMN	2123	Humanities: Music	MUS 2300			
HUMN	2133	Humanities: Theatre	THEA 2300			
ENGL	2213	Choose one: World Literature I	ENGL 2305		3	
ENGL	2223	World Literature II	ENGL 2306			

Social Sciences (9 credit hours)			UCA	Semester	Hours	Grade
HIST	2113	Choose one: US History through 1875	HIST 2301		3	
HIST	2123	US History since 1875	HIST 2302			
GOVT	2113	American National Government	PSCI 1330			
HIST	1113	Choose one: Civilization through 16th Century	HIST 1310		3	
HIST	1123	Civilization since 16th Century	HIST 1320			
PSYC	1113	Choose one: General Psychology	PSYC 1300		3	
SOCI	1113	Principles of 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	QMTH 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: 62⁴



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



**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 Decision Support Technologies		3	
Business Core (18 credit hours)			Semester	Hours	Grade
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		3	
MGMT	4347	Managing Policy and Strategy (UD UCA Core: Z)		3	
Marketing Major (24 credit hours)			Semester	Hours	Grade
MKTG	4353	Marketing Research & Data Management		3	
MKTG	4354	Consumer Behavior		3	
MKTG	4355	Marketing Management (UD UCA Core: C)		3	
Choose a minimum of three and a maximum of five:					
MKTG	3351	Retail Management		9-15	
MKTG	3355	Marketing & New Media: Social Media & Emerging Trends			
MKTG	3356	Fashion Merchandising & E-Commerce			
MKTG	3360	Fundamentals of Strategic Selling			
MKTG	3371	Advertising			
MKTG	3372	Sales Management			
MKTG	3373	Public Relations			
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	4V90	Special Problems in Marketing			
Choose a maximum of two:					
MGMT	3305	Social Issues in Management		0-6	
MGMT	3310	Fundamentals of Entrepreneurship			
MGMT	3315	International Business Communications (UD UCA Core: C)			
MGMT	3342	International Business			
MGMT	3346	Strategic Human Resource Management			
MGMT	3349	Small Business Management			
MGMT	3352	Purchasing & Materials Management			
MGMT	3365	Transportation and Motor Carrier Management			
MGMT	3375	Logistics Strategy			
Electives (10 credit hours)			Semester	Hours	Grade
		General Electives		10	

Total Hours: 120⁶

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

² 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.

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 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.

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 degree program requires a total of 120 semester credit hours, including at least 40 upper-division credit hours completed at UCA.