



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



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

Possible Prerequisites			Semester	Hours	Grade
LAN	0966	Language Enhancement I		N/C	
LAN	0973	Language Enhancement II		N/C	
MTH	1073	Math Applications I		N/C	
MTH	1093	Math Applications II		N/C	

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

English/Communication (9 credit hours)			UCA <sup>3</sup>	Semester	Hours	Grade
ENG	1013	English Composition I	WRTG 1310		3	
ENG	1023	English Composition II	WRTG 1320		3	
SPE	1003	Introduction to Oral Communications	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MTH	1113	College Algebra	MATH 1390		3	
MTH	2143	Business Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIO	1014	General Biology	BIOL 1440		4	
PHS	1214	Physical Science with Lab	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)			UCA	Semester	Hours	Grade
ART	1003	<b>Choose one:</b> Art Appreciation	ART 2300		3	
MUS	1003	Music Appreciation	MUS 2300			
DRA	1003	Theatre Appreciation	THEA 2300			
ENG	2073	<b>Choose one:</b> World Literature I	ENGL 2305		3	
ENG	2083	World Literature II	ENGL 2306			

Social Sciences (9 credit hours)			UCA	Semester	Hours	Grade
HIS	2033	<b>Choose one:</b> United States History Before 1865	HIST 2301		3	
HIS	2043	United States History Since 1865	HIST 2302			
PSC	2003	American Government	PSCI 1330			
HIS	1013	<b>Choose one:</b> Western Civilization I	HIST 1310		3	
HIS	1023	Western Civilization II	HIST 1320			
SOC	1013	Introduction to Sociology	SOC 1300		3	

**Business Foundation (24 credit hours)**

			UCA	Semester	Hours	Grade
BUS	1603	Computer Fundamentals	CSCI 1300		3	
BUS	2033	Legal Environment of Business	ACCT 2321		3	
BUS	2073	Business Statistics	QMTM 2330		3	
BUS	2113	Principles of Accounting I	ACCT 2310		3	
BUS	2123	Principles of Accounting II	ACCT 2311		3	
BUS	2553	Business Communication	MGMT 2301		3	
ECO	2103	Principles of Macroeconomics	ECON 2320		3	
ECO	2203	Principles of Microeconomics	ECON 2321		3	

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



**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)<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		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 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				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 (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				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 EACC advisor for degree and graduation information.

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