



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



Arkansas Northeastern College¹
Associate of Science in Business²

Possible Prerequisites/Corequisites			Semester	Hours	Grade
CP	02023	Fundamentals of Language		N/C	
CP	02032	Language Lab		N/C	
CP	02052	Accelerated Learning Program Lab		N/C	
CP	04023	Fundamentals of Algebra I		N/C	
CP	04062	College Algebra Lab		N/C	
PY	13002	Academic & Career Enrichment		(2)	

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)			UCA ³	Semester	Hours	Grade
EN	12003	English Composition I	WRTG 1310		3	
EN	12013	English Composition II	WRTG 1320		3	
SP	12103	Introduction to Communication	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MA	14043	College Algebra	MATH 1390		3	
MA	24073	Business Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BI	14033/41	General Biology and Lab	BIOL 1400		4	
PS	14003/11	Physical Science and Lab	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)			UCA	Semester	Hours	Grade
AR	22003	Choose one: Art Appreciation	ART 2300		3	
MU	22003	Music Appreciation	MUS 2300			
TH	22013	Fine Arts Theatre	THEA 2300			
EN	22003	Choose one: World Literature I	ENGL 2305		3	
EN	22013	World Literature II	ENGL 2306			

Social Sciences (6 credit hours)			UCA	Semester	Hours	Grade
HI	23003	Choose one: The United States to 1876	HIST 2301		3	
HI	23013	The United States since 1876	HIST 2302			
PO	23003	American National Government	PSCI 1330			
HI	13003	Choose one: World Civilization to 1600	HIST 1310		3	
HI	13013	World Civilization since 1600	HIST 1320			

Social Science Elective (3 credit hours)			UCA	Semester	Hours	Grade
SO	23013	Introduction to Sociology	SOC 1300		3	

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
AC	21003	Principles of Accounting I	ACCT 2310		3	
AC	21013	Principles of Accounting II	ACCT 2311		3	
BU	11013	Legal Environment of Business	ACCT 2321		3	
BU	21013	Business Statistics	QMTH 2330		3	
CS	11033	Computer Fundamentals	CSCI 1300		3	
EC	21003	Macroeconomics	ECON 2320		3	
EC	21013	Microeconomics	ECON 2321		3	
OT	21003	Business Communications	MGMT 2301		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 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	

¹See your ANC advisor for degree and graduation information.

²Agreement requirements are guaranteed in accordance with the academic year of initial enrollment at ANC, 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.

³UCA course is either guaranteed by ACTS (acts.adhe.edu) or by UCA Department Chair approval (if blank, elective credit will be awarded).

⁴Students 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.

⁵In 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.

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