



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



**Northwest Arkansas Community College¹
Associate of Science in Business²**

Possible Prerequisites			Semester	Hours	Grade
ENGL	0063	Intermediate Writing		N/C	
READ	0033	College Reading		N/C	
MATH	0053	Beginning Algebra		N/C	
MATH	0103	Intermediate Algebra		N/C	

General Education Requirements (38 credit hours)

English Composition (6 credit hours)			UCA ³	Semester	Hours	Grade
ENGL	1013	Composition I	WRTG 1310		3	
ENGL	1023	Composition II	WRTG 1320		3	

Speech/Communication (3 credit hours)			UCA	Semester	Hours	Grade
COMM	1303	Public Speaking	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MATH	1203	College Algebra <i>(MATH 1204 may also be used to fulfill this requirement)</i>	MATH 1390		3	
MATH	2043	Survey of Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIOL	1544	Principles of Biology I <i>(or other ASB Life Science with Lab)</i>	BIOL 1440		4	
ASTR	2004	Survey of the Universe <i>(or other ASB Physical Science with Lab)</i>	PHYS 1401		4	

Fine Arts/Humanities (6 credit hours)			UCA	Semester	Hours	Grade
ARHS	1003	Choose one: Art Appreciation	ART 2300		3	
MUSI	1003	Music Appreciation	MUS 2300			
DRAM	1003	Introduction to Theatre	THEA 2300			
ENGL	2213	Choose one: Survey of World Literature to 1650	ENGL 2305		3	
ENGL	2223	Survey of World Literature from 1650	ENGL 2306			

U.S. History/Government (3 credit hours)			UCA	Semester	Hours	Grade
HIST	2003	Choose one: History of American People to 1877	HIST 2301		3	
HIST	2013	History of American People from 1877 to Present	HIST 2302			
PLSC	2003	American National Government	PSCI 1330			

Social Sciences (6 credit hours)			UCA	Semester	Hours	Grade
HIST	1003	Choose one: History of Western Civilization to 1650	HIST 1310		3	
HIST	1013	History of Western Civilization since 1650 <i>(this fulfills one elective requirement within ASB degree plan)</i>	HIST 1320			
SOCI	2013	General Sociology	SOC 1300		3	

Business & Elective Courses (24 credit hours)

			UCA	Semester	Hours	Grade
ACCT	2013	Principles of Accounting I	ACCT 2310		3	
ACCT	2023	Principles of Accounting II	ACCT 2311		3	
BLAW	2013	Legal Environment of Business I	ACCT 2321		3	
CISQ	1103	Introduction to Computer Information Systems	CSCI 1300		3	
CISQ	2013	Business Statistics	QMTH 2330		3	
ECON	2013	Principles of Macroeconomics	ECON 2320		3	
ECON	2023	Principles of Microeconomics	ECON 2321		3	
OSIM	1103	Business Communications <i>(this fulfills one elective requirement within ASB degree plan)</i>	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	Digital Marketing			
MKTG	3356	Fashion Merchandising & E-Commerce			
MKTG	3360	Fundamentals of Strategic Selling			
MKTG	3371	Advertising			
MKTG	3372	Sales Management			
MKTG	3373	Public Relations			
MKTG	3V82	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	4V82	Internship in Marketing			
MKTG	4V90	Special Problems in Marketing			
Choose a maximum of two:					
MGMT	3305	Business Ethics		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 NWACC advisor for degree and graduation information.

² Agreement requirements are guaranteed in accordance with the academic year of initial enrollment at NWACC, 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, 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 agreement requires 120 credit hours as follows: maximum 62 at NWACC and remaining 58 at UCA (40 of which must be upper-division).