



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



University of Arkansas Community College at Morrilton¹
Associate of Science in Business²

Possible Prerequisites			Semester	Hours	Grade
ACAD	0001	College Orientation		N/C	
ACAD	0213	Reading		N/C	
ACAD	0303	Basic Composition		N/C	
ACAD	0421L	College Success		N/C	
ACAD	0503	Fundamentals of Computers		N/C	
ACAD	0501L	Beginning Keyboarding		N/C	
MATH	0803	Basic Algebra		N/C	
MATH	0903	Intermediate Algebra		N/C	

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)			UCA ³	Semester	Hours	Grade
ENG	1013	Composition I	WRTG 1310		3	
ENG	1023	Composition II	WRTG 1320		3	
SPH	2303	Introduction to Oral Communications	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	2023	Calculus for Business	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIOL	1004	Fundamentals of Biology <i>(or other ASB Life Science with Lab)</i>	BIOL 1440		4	
PHY	2004	Physical Science <i>(or other ASB Physical Science with Lab)</i>	PHYS 1400		4	

Fine Arts (6 credit hours)			UCA	Semester	Hours	Grade
ART	2003	Choose one: Art Appreciation	ART 2300		3	
MUS	2003	Music Appreciation	MUS 2300			
THEA	2003	Theatre Appreciation	THEA 2300			
ENG	2213	Choose one: World Literature I	ENGL 2305		3	
ENG	2223	World Literature II	ENGL 2306			

Social Sciences (9 credit hours)			UCA	Semester	Hours	Grade
HIST	2003	Choose one: U.S. History I	HIST 2301		3	
HIST	2013	U.S. History II	HIST 2302			
PSCI	2003	American Government	PSCI 1330			
HIST	1003	Choose one: Western Civilization I	HIST 1310		3	
HIST	1013	Western Civilization II	HIST 1320			
SOC	2013	Introduction to Sociology	SOC 1300		3	

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
ACCT	2003	Principles of Accounting I	ACCT 2310		3	
ACCT	2013	Principles of Accounting II	ACCT 2311		3	
BUS	2393	Business Law	ACCT 2321		3	
MATH	2003	Introduction to Statistics	MATH 2311		3	
CIS	1013	Introduction to Computers	CSCI 1300		3	
ECON	2453	Macroeconomics	ECON 2320		3	
ECON	2463	Microeconomics	ECON 2321		3	
BUS	2013	Business Communications I	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	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 UACCM advisor for degree and graduation information.

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