



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



**National Park College¹
Associate of Science in Business²**

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)

			UCA ³	Semester	Hours	Grade
ENG	1113	English Composition I	WRTG 1310		3	
ENG	1123	English Composition II	WRTG 1320		3	
SPCH	1103	Fundamentals of Public Speaking	COMM 1300		3	

Mathematics (6 credit hours)

			UCA	Semester	Hours	Grade
MATH	1123	College Algebra	MATH 1390		3	
MATH	2213	Business Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)

			UCA	Semester	Hours	Grade
BIOL	1114	General Biology <i>(or other ASB Life Science with Lab)</i>	BIOL 1440		4	
PHYS	1114	Physical Science <i>(or other ASB Physical Science with Lab)</i>	PHYS 1400		4	

Fine Arts (6 credit hours)

			UCA	Semester	Hours	Grade
ART	1593	Choose one: Art Appreciation	ART 2300		3	
MUS	1213	Music Appreciation	MUS 2300			
ENG	2273	Choose one: World Literature I	ENGL 2305		3	
ENG	2283	World Literature II	ENGL 2306			

Social Sciences (6 credit hours)

			UCA	Semester	Hours	Grade
HIST	2223	Choose one: United States History to 1865	HIST 2301		3	
HIST	2233	United States History since 1865	HIST 2302			
POLS	1113	American National Government	PSCI 1330			
HIST	2253	Choose one: World Civilization to 1500	HIST 1310		3	
HIST	2263	World Civilization since 1500	HIST 1320			

Social or Behavioral Science Elective (3 credit hours)

			UCA	Semester	Hours	Grade
SOC	1103	Introduction to Sociology	SOC 1300		3	

Business Foundation (24 credit hours)

ACT	1103	Principles of Accounting I	ACCT 2310		3	
ACT	1113	Principles of Accounting II	ACCT 2311		3	
BUS	2203	Business Law	ACCT 2321		3	
BUS	2123	Business Statistics	QMTH 2330		3	
CIS	1013	Information Systems			3	
ECON	2203	Macroeconomics	ECON 2320		3	
ECON	2213	Microeconomics	ECON 2321		3	
BUS	2033	Business Communications	MGMT 2301		3	

Total Hours: 62⁴



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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	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	4390	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 NPC advisor for degree and graduation information.

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