



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



Black River Technical College¹
Associate of Science in Business²

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)			UCA³	Semester	Hours	Grade
ENG	1003	Freshman English I	WRTG 1310		3	
ENG	1013	Freshman English II	WRTG 1320		3	
SCOM	1203	Oral Communications	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MATH	1023	College Algebra	MATH 1390		3	
MATH	2143	Business Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIOL	1004	Biological Science and Lab	BIOL 1400		4	
GSP	1004	Physical Science with Lab	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)			UCA	Semester	Hours	Grade
FAV	2503	Choose one: Fine Arts Visual	ART 2300		3	
FAM	2503	Fine Arts Musical	MUS 2300			
FAT	2203	Fine Arts Theatre	THEA 2300			
ENG	2003	Choose one: Introduction to World Literature I	ENGL 2305		3	
ENG	2013	Introduction to World Literature II	ENGL 2306			

Social Sciences (9 credit hours)			UCA	Semester	Hours	Grade
HIST	2763	Choose one: The United States to 1876	HIST 2301		3	
HIST	2773	The United States since 1876	HIST 2302			
POSC	2103	United States Government	PSCI 1330			
HIST	1013	Choose one: World Civilization to 1660	HIST 1310		3	
HIST	1023	World Civilization since 1660	HIST 1320			
SOC	2213	Principles of Sociology	SOC 1300		3	

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
ACCT	2003	Introduction to Financial Accounting	ACCT 2310		3	
ACCT	2013	Introduction to Managerial Accounting	ACCT 2311		3	
LAW	2023	Legal Environment of Business	ACCT 2321		3	
QM	2113	Business Statistics	MATH 2311		3	
CA	1903	Introduction to Computer Concepts	CSCI 1300		3	
ECON	2313	Principles of Macroeconomics	ECON 2320		3	
ECON	2323	Principles of Microeconomics	ECON 2321		3	
ADMS	2563	Business Communications	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)⁴

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	3355	Management Skills			
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 See your BRTC advisor for degree and graduation information.

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