



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



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

Possible Prerequisites			Semester	Hours	Grade
LAN	0966	Language Enhancement I		N/C	
LAN	0973	Language Enhancement II		N/C	
MTH	1073	Mathematical Applications I		N/C	
MTH	1093	Mathematical Applications II		N/C	

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)			UCA ³	Semester	Hours	Grade
ENG	1013	English Composition I	WRTG 1310		3	
ENG	1023	English Composition II	WRTG 1320		3	
SPE	1003	Introduction to Oral Communication	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MTH	1113	College Algebra	MATH 1390		3	
MTH	2143	Business Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIO	1014	General Biology	BIOL 1440		4	
PHS	1214	Physical Science with Lab	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)			UCA	Semester	Hours	Grade
ART	1003	Choose one: Art Appreciation	ART 2300		3	
MUS	1003	Music Appreciation	MUS 2300			
DRA	1003	Theatre Appreciation	THEA 2300			
ENG	2073	Choose one: World Literature I	ENGL 2305		3	
ENG	2083	World Literature II	ENGL 2306			

Social Sciences (9 credit hours)			UCA	Semester	Hours	Grade
HIS	2033	Choose one: United States History Before 1865	HIST 2301		3	
HIS	2043	United States History Since 1865	HIST 2302			
PSC	2003	American Government	PSCI 1330			
HIS	1013	Choose one: Western Civilization I	HIST 1310		3	
HIS	1023	Western Civilization II	HIST 1320			
SOC	1013	Introduction to Sociology	SOC 1300		3	

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
BUS	1603	Computer Fundamentals	CSCI 1300		3	
BUS	2033	Legal Environment of Business	ACCT 2321		3	
BUS	2073	Business Statistics	QMTM 2330		3	
BUS	2113	Principles of Accounting I	ACCT 2310		3	
BUS	2123	Principles of Accounting II	ACCT 2311		3	
BUS	2553	Business Communication	MGMT 2301		3	
ECO	2103	Principles of Macroeconomics	ECON 2320		3	
ECO	2203	Principles of Microeconomics	ECON 2321		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	1300	Business Computing		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	3376	New Product Development			
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			
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			
MGMT	4385	Safety and Motor Carrier Policy (UD UCA Core: C)			
Electives (10 credit hours)			Semester	Hours	Grade
		General Electives		10	
Total Hours:				120⁶	

¹ Please see your EACC advisor for degree and graduation information.

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