



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



**Cossatot Community College of the University of Arkansas¹
Associate of Science in Business²**

Possible Prerequisites			Semester	Hours	Grade
GSTD	0201	Composition Lab		N/C	
GSTD	0243	Essential English		N/C	
GSTD	0263	Foundations for Writing		N/C	
GSTD	0383	Pre-Algebra		N/C	
GSTD	0433	Intermediate Algebra		N/C	
SPD	1003	Success Strategies		(3)	

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)			UCA ³	Semester	Hours	Grade
ENGL	1113	Composition I	WRTG 1310		3	
ENGL	1123	Composition II	WRTG 1320		3	
SPCH	1113	Principles of Speech	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MATH	1023	College Algebra	MATH 1390		3	
MATH	2053	Survey of Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIOL	1014	General Biology	BIOL 1440		4	
PHYS	2024	Physical Science	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)			UCA	Semester	Hours	Grade
FA	2003	Choose one: Introduction to Fine Arts: Art	ART 2300		3	
FA	2013	Introduction to Fine Arts: Music	MUS 2300			
ENGL	2213	Choose one: World Literature to 1650	ENGL 2305		3	
ENGL	2223	World Literature since 1650	ENGL 2306			

Social Sciences (9 credit hours)			UCA	Semester	Hours	Grade
HIST	1003	Choose one: Western Civilization to 1700	HIST 1310		3	
HIST	1013	Western Civilization since 1700	HIST 1320			
PSCI	2003	American Government	PSCI 1330			
HIST	2013	Choose one: United States History to 1876	HIST 2301		3	
HIST	2023	United States History Since 1876	HIST 2302			
SOC	2003	Introduction to Sociology	SOC 1300		3	

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
ACCT	2113	Accounting Principles I	ACCT 2310		3	
ACCT	2123	Accounting Principles II	ACCT 2311		3	
BUS	1003	Microcomputer Applications	CSCI 1300		3	
BUS	2103	Business Law	ACCT 2321		3	
BUS	2023	Business Communications	MGMT 2301		3	
ECON	2003	Macroeconomics	ECON 2320		3	
ECON	2103	Microeconomics	ECON 2321		3	
MATH	2023	Introduction to Statistics	MATH 2311		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			
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	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 UAC advisor for degree and graduation information.

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