

University of Arkansas-Pulaski Technical College¹
Associate of Science in Business²

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)			UCA³	Semester	Hours	Grade
ENGL	1311	English Composition I	WRTG 1310		3	
ENGL	1312	English Composition II	WRTG 1320		3	
SPCH	1300	Speech Communications	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MATH	1302	College Algebra	MATH 1390		3	
MATH	1308	Business Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIOL	1100/1300	Biology for Non-Majors and Lab (or other ASB Life Science with Lab)	BIOL 1400		4	
PHYS	1100/1300	Physical Science and Lab (or other ASB Physical Science with Lab)	PHYS 1400		4	

Arts and Humanities (3 credit hours)			UCA	Semester	Hours	Grade
ARTS	2300	Choose one: Introduction to Visual Art	ART 2300		3	
MUSC	2300	Introduction to Music	MUS 2300			
THEA	2300	Introduction to Theatre	THEA 2300			

Literature (3 credit hours)			UCA	Semester	Hours	Grade
ENGL	2337	Choose one: World Literature from the Beginning to 1650	ENGL 2305		3	
ENGL	2338	World Literature from 1650 to the Present	ENGL 2306			

History/Government (3 Credit Hours)			UCA	Semester	Hours	Grade
HIST	2311	Choose one: US History to 1877	HIST 2301		3	
HIST	2312	US History since 1877	HIST 2302			
POLS	1310	American National Government	PSCI 1330			

Social Sciences (6 credit hours)			UCA	Semester	Hours	Grade
HIST	1311	Choose two: History of Civilization I	HIST 1310		6	
HIST	1312	History of Civilization II	HIST 1320			
SOCI	2300	Introduction to Sociology	SOC 1300			

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
ACCT	2310	Principles of Accounting I	ACCT 2310		3	
ACCT	2330	Principles of Accounting II	ACCT 2311		3	
BUS	2633	Legal Environment of Business	ACCT 2321		3	
MATH	2320	Introduction to Statistics and Probability	MATH 2311		3	
BUS	1403	Microcomputer Applications I	CSCI 1300		3	
ECON	2323	Principles of Macroeconomics	ECON 2320		3	
ECON	2322	Principles of Microeconomics	ECON 2321		3	
BUS	2243	Business Communications	MGMT 2301		3	

Total Hours: 62⁴

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	
CISA	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	
CISA	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	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	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 UA-PTC advisor for degree and graduation information.

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