



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



**Arkansas Northeastern College<sup>1</sup>**  
**Associate of Science in Business<sup>2</sup>**

Possible Prerequisites/Corequisites			Semester	Hours	Grade
CP	02023	Fundamentals of Language		N/C	
CP	02052	Accelerated Learning Program Lab		N/C	
CP	04023	Fundamentals of Algebra		N/C	
CP	04042	Review Algebra Course for Excellence (Race)		N/C	
CP	04062	College Algebra Plus (Cap)		N/C	
PY	13002	Academic & Career Enrichment		(2)	

**General Education Requirements (38 credit hours)**

English/Communication (9 credit hours)			UCA <sup>3</sup>	Semester	Hours	Grade
EN	12003	English Composition I	WRTG 1310		3	
EN	12013	English Composition II	WRTG 1320		3	
SP	12103	Introduction to Communication	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MA	14043	College Algebra	MATH 1390		3	
MA	24073	Business Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BI	14033/41	General Biology and Lab	BIOL 1400		4	
PS	14003/11	Physical Science and Lab	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)			UCA	Semester	Hours	Grade
AR	22003	<b>Choose one:</b> Art Appreciation	ART 2300		3	
MU	22003	Music Appreciation	MUS 2300			
TH	22013	Fine Arts Theatre	THEA 2300			
EN	22003	<b>Choose one:</b> World Literature I	ENGL 2305		3	
EN	22013	World Literature II	ENGL 2306			

Social Sciences (6 credit hours)			UCA	Semester	Hours	Grade
HI	23003	<b>Choose one:</b> The U.S. to 1876	HIST 2301		3	
HI	23013	The U.S. since 1876	HIST 2302			
PO	23003	American National Government	PSCI 1330			
HI	13003	<b>Choose one:</b> World Civilization to 1600	HIST 1310		3	
HI	13013	World Civilization since 1600	HIST 1320			

Social Science Elective (3 credit hours)			UCA	Semester	Hours	Grade
SO	23013	Introduction to Sociology	SOC 1300		3	

**Business Foundation (24 credit hours)**

			UCA	Semester	Hours	Grade
AC	21003	Principles of Accounting I	ACCT 2310		3	
AC	21013	Principles of Accounting II	ACCT 2311		3	
BU	11013	Legal Environment of Business	ACCT 2321		3	
BU	21013	Business Statistics	CISA 2330		3	
CS	11033	Computer Applications	CSCI 1300		3	
EC	21003	Macroeconomics	ECON 2320		3	
EC	21013	Microeconomics	ECON 2321		3	
OT	21003	Business Communications	MGMT 2301		3	

**Total Hours: 62<sup>4</sup>**



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**University of Central Arkansas**  
**Bachelor of Business Administration in Marketing**  
**UCA Courses (58 credit hours)<sup>5</sup>**

<b>Business Foundation (6 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
ECON	2310	Global Environment of Business		3	
CISA	1300	Business Computing		3	
<b>Business Core (18 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
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	
<b>Marketing Major (24 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
MKTG	4353	Marketing Research & Data Management		3	
MKTG	4354	Consumer Behavior		3	
MKTG	4355	Marketing Management (UD UCA Core: C)		3	
<b>Choose a minimum of three and a maximum of five:</b>					
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			
<b>Choose a maximum of two:</b>					
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)			
<b>Electives (10 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
		General Electives		10	

**Total Hours: 120<sup>6</sup>**

<sup>1</sup>See your ANC advisor for degree and graduation information.

<sup>2</sup>Agreement requirements are guaranteed in accordance with the academic year of initial enrollment at ANC, 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-

<sup>3</sup>UCA course is either guaranteed by ACTS (acts.adhe.edu) or by UCA Department Chair approval (if blank, elective credit will be awarded).

<sup>4</sup>Students completing the AS in Business degree, 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.

<sup>5</sup>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.

<sup>6</sup>This agreement requires 120 credit hours as follows: maximum 62 at ANC and remaining 58 at UCA (40 of which must be upper-division).