



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



University of Arkansas Community College at Batesville¹
Associate of Science in Business²

| Possible Prerequisites | | | Semester | Hours | Grade |
|------------------------|------|----------------------------|----------|-------|-------|
| ENG | 0011 | Writing Studio | | N/C | |
| ENG | 0023 | Integrated Reading/Writing | | N/C | |
| MTH | 0203 | Essentials of Math | | N/C | |
| MTH | 0011 | Math Skills | | N/C | |

General Education Requirements (38 credit hours)

| English/Communication (9 credit hours) | | | UCA ³ | Semester | Hours | Grade |
|--|------|------------------------|------------------|----------|-------|-------|
| ENG | 1103 | English Composition I | WRID 1310 | | 3 | |
| ENG | 1203 | English Composition II | WRID 1320 | | 3 | |
| SPC | 1003 | Oral Communication | COMM 1300 | | 3 | |

| Mathematics (6 credit hours) | | | UCA | Semester | Hours | Grade |
|------------------------------|------|--|-----------|----------|-------|-------|
| MTH | 1023 | College Algebra | MATH 1390 | | 3 | |
| MTH | 2003 | Survey of Calculus / Business Calculus | MATH 1395 | | 3 | |

| Lab Sciences (8 credit hours) | | | UCA | Semester | Hours | Grade |
|-------------------------------|---------|---|-----------|----------|-------|-------|
| BIO | 1033/31 | Biology for General Education and Lab (or other ASB Life Science with Lab) | BIOL 1400 | | 4 | |
| PHS | 1003/01 | Physical Science and Lab (or other ASB Physical Science with Lab) | PHYS 1400 | | 4 | |

| Fine Arts/Humanities (6 credit hours) | | | UCA | Semester | Hours | Grade |
|---------------------------------------|------|--|-----------|----------|-------|-------|
| FAV | 2023 | Choose one: Fine Arts - Visual Art | ART 2300 | | 3 | |
| FAM | 2003 | Fine Arts - Music | MUS 2300 | | | |
| FAT | 2013 | Fine Arts - Theatre | THEA 2300 | | | |
| ENG | 2113 | Choose one: World Literature I | ENGL 2305 | | 3 | |
| ENG | 2213 | World Literature II | ENGL 2306 | | | |

| Social Sciences (6 credit hours) | | | UCA | Semester | Hours | Grade |
|----------------------------------|------|---|-----------|----------|-------|-------|
| HIS | 2003 | Choose one: United States History I | HIST 2301 | | 3 | |
| HIS | 2013 | United States History II | HIST 2302 | | | |
| POS | 2103 | United States Government | PSCI 1330 | | | |
| HIS | 1013 | Choose one: World Civilization I | HIST 1310 | | 3 | |
| HIS | 1023 | World Civilization II | HIST 1320 | | | |

| Social or Behavioral Science Elective (3 Credit Hours) | | | UCA | Semester | Hours | Grade |
|--|------|-------------------------|----------|----------|-------|-------|
| SOC | 2003 | Principles of Sociology | SOC 1300 | | 3 | |

Business Foundation (24 credit hours)

| | | | UCA | Semester | Hours | Grade |
|-----|------|--------------------------------|-----------|----------|-------|-------|
| ACC | 1013 | Principles of Accounting I | ACCT 2310 | | 3 | |
| ACC | 1023 | Principles of Accounting II | ACCT 2311 | | 3 | |
| BUS | 2033 | Legal Environment of Business | ACCT 2321 | | 3 | |
| BUS | 2053 | Statistics | CISA 2330 | | 3 | |
| CIS | 1053 | Computer Software Applications | CSCI 1300 | | 3 | |
| ECN | 2013 | Macroeconomics | ECON 2320 | | 3 | |
| ECN | 2023 | Microeconomics | ECON 2321 | | 3 | |
| BUS | 1023 | 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)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 UACCB advisor for degree and graduation information.

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