

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



National Park College¹

Associate of Science in Business² General Education Requirements (38 credit hours)

SPCH 1123 English Composition II	English/Communication (9 credit hours)		UCA ³	Semester	Hours	Grade	
Mathematics (6 credit hours) UCA Semester Hours Grade	ENG	1113	English Composition I	WRTG 1310		3	
Mathematics (6 credit hours) UCA Semester Hours Grade MATH 123 College Algebra MATH 1390 3 3 BUS 2213 Business Calculus MATH 1395 3 Lab Sciences (8 credit hours) UCA Semester Hours Grade BIOL 1400 4 4 4 4 PHYS 1114 Physical Science (or other ASB Life Science with Lab) PHYS 1400 4 4 4 PHYS 1131 Physical Science (or other ASB Physical Science with Lab) UCA Semester Hours Grade ART 1593 Art Appreciation ART 2300 3 3 4 AUUS 1213 Music Appreciation MUS 2300 3 3 ENG 2273 World Literature I ENGL 2305 3 3 ENG 2223 World Literature II ENGL 2305 3 3 Social Sciences (6 credit hours) UCA Semester Hours Grade HIST 2301 Hist 2301 Hist 2301 Hist 2301 Hist 2301 Hist 2302 Hist 2303 His	ENG	1123	English Composition II	WRTG 1320		3	
MATH 1123 College Algebra MATH 1390 3 3 3 3 3 3 3 3 3	SPCH	1103	Fundamentals of Public Speaking	COMM 1300		3	
Subscript Subs	Mathe	matics (6 credit hours)	UCA	Semester	Hours	Grade
Lab Sciences (8 credit hours) BIOL 1024 Biology for Non-Majors (or other ASB Life Science with Lab) PHYS 1114 Physical Science (or other ASB Physical Science with Lab) Fine Arts (6 credit hours) Choose one: ART 1593 Art Appreciation MUS 1213 Music Appreciation MUS 2300 Choose one: ENG 2273 World Literature I ENGL 2305 3 Choose one: ART 2300 3 MUS 2300 Choose one: ENGL 2305 3 ENGL 2283 World Literature II ENGL 2306 Choose one: UCA Semester Hours Grade ENGL 2305 3 BIOL 1400 4 Crade Fine Arts (6 credit hours) BIOL 1400 4 Crade Fine Arts (6 credit hours) Choose one: ENGL 2300 Choose one: UCA Semester Hours Grade Fine Arts (6 credit hours) Choose one: UCA Semester Hours Grade Fine Arts (6 credit hours) Choose one: UCA Semester Hours Grade Fine Arts (6 credit hours) Choose one: UCA Semester Hours Grade HIST 2301 3 HIST 2301 3 HIST 2302 3 Choose one: UCA Semester Hours Grade HIST 2301 3 HIST 2302 3 HIST 2303 World Civilization to 1500 HIST 1310 3 HIST 1320 Choose one: HIST 2253 World Civilization since 1500 HIST 1320 Choose one: HIST 2253 World Civilization since 1500 HIST 1320 Choose one: HIST 2253 World Civilization since 1500 HIST 1320 Choose one: HIST 2253 World Civilization since 1500 HIST 1320 Choose one: HIST 2253 World Civilization since 1500 HIST 1320 Choose one: HIST 2253 World Civilization since 1500 HIST 1320 Choose one: HIST 2253 World Civilization since 1500 HIST 1320 Choose one: HIST 2302 Semester Hours Grade	MATH	1123	College Algebra	MATH 1390		3	
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Cor other ASB Physical Science with Lab Choose one:			(or other ASB Life Science with Lab)			4	
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ENG 2283 World Literature II ENGL 2306 Social Sciences (6 credit hours) UCA Semester Hours Grade Choose one: HIST 2223 United States History to 1865 HIST 2233 United States History Since 1865 HIST 2302 POLS 1113 American National Government PSCI 1330 Choose one: HIST 2253 World Civilization to 1500 HIST 1310 HIST 2263 World Civilization since 1500 HIST 1320 Social or Behavioral Science Elective (3 credit hours) UCA Semester Hours Grade			Choose one:				
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HIST 2253 World Civilization to 1500 HIST 1310 3 HIST 2263 World Civilization since 1500 HIST 1320 Social or Behavioral Science Elective (3 credit hours) UCA Semester Hours Grade	HIST	2233	United States History Since 1865	HIST 2302			
HIST 2253 World Civilization to 1500 HIST 1310 3 HIST 2263 World Civilization since 1500 HIST 1320 Social or Behavioral Science Elective (3 credit hours) UCA Semester Hours Grade	POLS	1113	American National Government	PSCI 1330			
HIST 2263 World Civilization since 1500 HIST 1320 Social or Behavioral Science Elective (3 credit hours) UCA Semester Hours Grade			Choose one:				
Social or Behavioral Science Elective (3 credit hours) UCA Semester Hours Grade	HIST	2253	World Civilization to 1500	HIST 1310		3	
	HIST	2263	World Civilization since 1500	HIST 1320			
SOC 1103 Introduction to Sociology SOC 1300 3	Social o	or Behav	rioral Science Elective (3 credit hours)	UCA	Semester	Hours	Grade
	SOC	1103	Introduction to Sociology	SOC 1300		3	

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
ACT	1103	Principles of Accounting I	ACCT 2310		3	
ACT	1113	Principles of Accounting II	ACCT 2309		3	
BUS	2203	Business Law	ACCT 2321		3	
BUS	2123	Business Statistics	CISA 2330		3	
CIS	1013	Information Systems	CSCI 1300		3	
ECON	2203	Macroeconomics	ECON 2320		3	
ECON	2213	Microeconomics	ECON 2321		3	
BUS	2033	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	
i i			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	
Marketi	ing Maj	pr (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			
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		9-15	
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			
MGMT	3310	Fundamentals of Entrepreneurship			
MGMT	3315	International Business Communications (UD UCA Core: C)			
MGMT	3342	International Business			
MGMT	3346	Strategic Human Resource Management		0-6	
MGMT	3349	Small Business Management		0-0	
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)			
Elective	s (10 cr	edit hours)	Semester	Hours	Grade
		General Electives		10	

Total Hours: 120⁶

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

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