

**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                                  | 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><br>Art Appreciation   | ART 2300  |          | 3     |       |
| MU                                    | 22003 | Music Appreciation                       | MUS 2300  |          |       |       |
| TH                                    | 22013 | Fine Arts Theatre                        | THEA 2300 |          |       |       |
| EN                                    | 22003 | <b>Choose one:</b><br>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><br>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><br>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 2309 |          | 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>**



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



**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 [admissions.uca.edu/apply/](https://admissions.uca.edu/apply/). For more information about the 2+2 program, students may also send email inquiries to [ucatransfer@uca.edu](mailto: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).