



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
ENGL	191	Writing Studio			N/C	
ENGL	203	Integrated Reading/Writing			N/C	
MATH	131	Math Skills			N/C	
MATH	2043	Essentials of Math			N/C	

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)

			UCA ³	Semester	Hours	Grade
ENGL	10103	English Composition I	WRTG 1310		3	
ENGL	10203	English Composition II	WRTG 1320		3	
SPCH	10003	Oral Communication	COMM 1300		3	

Mathematics (6 credit hours)

			UCA	Semester	Hours	Grade
MATH	11003	College Algebra	MATH 1390		3	
MATH	22003	Survey of Calculus / Business Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)

			UCA	Semester	Hours	Grade
BIOL	10043/31	Biology for General Education and Lab (or other ASB Life Science with Lab)	BIOL 1400		4	
PHSC	10043/31	Physical Science and Lab (or other ASB Physical Science with Lab)	PHYS 1400		4	

Fine Arts/Humanities (6 credit hours)

			UCA	Semester	Hours	Grade
ARHS	10003	Choose one: Fine Arts - Visual Art	ART 2300		3	
MUSC	10003	Fine Arts - Music	MUS 2300			
THTR	10003	Fine Arts - Theatre	THEA 2300			
ENGL	21103	Choose one: World Literature I	ENGL 2305		3	
ENGL	21203	World Literature II	ENGL 2306			

Social Sciences (6 credit hours)

			UCA	Semester	Hours	Grade
HIST	21103	Choose one: United States History I	HIST 2301		3	
HIST	21203	United States History II	HIST 2302			
PLSC	20003	United States Government	PSCI 1330			
HIST	11103	Choose one: World Civilization I	HIST 1310		3	
HIST	11203	World Civilization II	HIST 1320			

Social or Behavioral Science Elective (3 Credit Hours)

			UCA	Semester	Hours	Grade
SOCI	10103	Principles of Sociology	SOC 1300		3	

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
ACCT	10003	Principles of Accounting I	ACCT 2310		3	
ACCT	10103	Principles of Accounting II	ACCT 2309		3	
BLAW	20003	Legal Environment of Business	ACCT 2321		3	
BUSI	21003	Statistics	CISA 2330		3	
BUSI	10563	Computer Software Applications	CSCI 1300		3	
ECON	21003	Macroeconomics	ECON 2320		3	
ECON	22003	Microeconomics	ECON 2321		3	
BUSI	20103	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	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			
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).