



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



University of Arkansas Community College at Morrilton¹
Associate of Science in Business²

Possible Prerequisites				Semester	Hours	Grade
UNIV	2103	Reading			N/C	
ENGL	3001	Comp I Lab			N/C	
UNIV	3003	Basic Composition			N/C	
MATH	9103	Foundations of Algebra			N/C	
MATH	9041	College Algebra Lab			N/C	

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)				UCA ³	Semester	Hours	Grade
ENGL	10103	Composition I		WRTG 1310		3	
ENGL	10203	Composition II		WRTG 1320		3	
SPCH	10003	Introduction to Oral Communications		COMM 1300		3	

Mathematics (6 credit hours)				UCA	Semester	Hours	Grade
MATH	11003	College Algebra		MATH 1390		3	
MATH	22003	Calculus for Business		MATH 1395		3	

Lab Sciences (8 credit hours)				UCA	Semester	Hours	Grade
BIOL	10104	Fundamentals of Biology (or other ASB Life Science with Lab)		BIOL 1440		4	
PHSC	10004	Physical Science (or other ASB Physical Science with Lab)		PHYS 1400		4	

Fine Arts (6 credit hours)				UCA	Semester	Hours	Grade
ARHS	10003	<u>Choose one:</u> Art Appreciation		ART 2300		3	
MUSC	10003	Music Appreciation		MUS 2300			
THTR	10003	Theatre Appreciation		THEA 2300			
ENGL	21103	<u>Choose one:</u> World Literature I		ENGL 2305		3	
ENGL	21203	World Literature II		ENGL 2306			

Social Sciences (9 credit hours)				UCA	Semester	Hours	Grade
HIST	21103	<u>Choose one:</u> United States History I		HIST 2301		3	
HIST	21203	United States History II		HIST 2302			
PLSC	20003	American Government		PSCI 1330			
HIST	11103	<u>Choose one:</u> World Civ I		HIST 1310		3	
HIST	11203	World Civ II		HIST 1320			
SOCI	10103	Introduction to Sociology		SOC 1300		3	

Business Foundation (24 credit hours)

				UCA	Semester	Hours	Grade
ACCT	20003	Principles of Accounting I		ACCT 2310		3	
ACCT	20103	Principles of Accounting II		ACCT 2309		3	
BLAW	20003	Business Law		ACCT 2321		3	
MATH	21003	Introduction to Statistics		MATH 2311		3	
BUSI	14083	Introduction to Computers		CSCI 1300		3	
ECON	21003	Macroeconomics		ECON 2320		3	
ECON	22003	Microeconomics		ECON 2321		3	
BUSI	20103	Business Communications I		MGMT 2301		3	

Total Hours: 62⁴



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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	
<u>Choose a minimum of three and a maximum of five:</u>					
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			
<u>Choose a maximum of two:</u>					
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 UACCM advisor for degree and graduation information.

² Agreement requirements are guaranteed in accordance with the academic year of initial enrollment at UACCM, 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: maximum 62 at UACCM and remaining 58 at UCA (40 of which must be upper-division).