

National Park College¹
Associate of Science in Business²
General Education Requirements (38 credit hours)

English/Communication (9 credit hours)				UCA³	Semester	Hours	Grade
ENG	1113	English Composition I		WRTG 1310		3	
ENG	1123	English Composition II		WRTG 1320		3	
SPCH	1103	Fundamentals of Public Speaking		COMM 1300		3	

Mathematics (6 credit hours)				UCA	Semester	Hours	Grade
MATH	1123	College Algebra		MATH 1390		3	
BUS	2213	Business Calculus		MATH 1395		3	

Lab Sciences (8 credit hours)				UCA	Semester	Hours	Grade
BIOL	1024	Biology for Non-Majors (or other ASB Life Science with Lab)		BIOL 1400		4	
PHYS	1114	Physical Science (or other ASB Physical Science with Lab)		PHYS 1400		4	

Fine Arts (6 credit hours)				UCA	Semester	Hours	Grade
ART	1593	Choose one: Art Appreciation		ART 2300		3	
MUS	1213	Music Appreciation		MUS 2300			
ENG	2273	Choose one: World Literature I		ENGL 2305		3	
ENG	2283	World Literature II		ENGL 2306			

Social Sciences (6 credit hours)				UCA	Semester	Hours	Grade
HIST	2223	Choose one: United States History to 1865		HIST 2301		3	
HIST	2233	United States History Since 1865		HIST 2302			
POLS	1113	American National Government		PSCI 1330			
HIST	2253	Choose one: 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
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

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	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 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).