

## Program Completion Plan (Four-Year Plan with Summers)

**Department:** Marketing and Management **Degree:** BBA  
**Program/Major:** Marketing  
**Track/Emphasis:** \_\_\_\_\_  
**Does this program require a minor? (Yes/No)** No

**Important program information in the online *Undergraduate Bulletin*:**

**General Education Requirements:** <http://www.uca.edu/ubulletin/02/208.html>  
**Degree Requirements:** <http://www.uca.edu/ubulletin/02/209.html>  
**Program Description:** <http://www.uca.edu/ubulletin/03/30104.html>

This degree program requires a total of **124** semester credit hours, including at least **40** upper-division credit hours.

Year 1					
Fall		Spring		Summer	
Course	SCH	Course	SCH	Course	SCH
WRTG 1310	3	WRTG 1320	3		
MATH 1390	3	MATH 1395	3		
Gen Ed (Soc Sci) <sup>1</sup>	3	SPCH 1300	3		
Gen Ed	3	Gen Ed	3		
Gen Ed	3	Gen Ed or Gen Ed (Nat Sci)	3/4		
<b>Total credits</b>	<b>15</b>	<b>Total credits</b>	<b>15/16</b>	<b>Total credits</b>	

Year 2					
Fall		Spring		Summer	
Course	SCH	Course	SCH	Course	SCH
ACCT 2310	3	ACCT 2311	3		
ECON 2320 or 2321	3	ECON 2320 or 2321	3		
MIS 2343	3	MGMT 2301	3		
QMTM 2330	3	ECON 2310 <sup>2</sup>	3		
Gen Ed or Gen Ed (Nat Sci)	3/4	Gen Ed or Gen Ed (Nat Sci)	3/4		
<b>Total credits</b>	<b>15/16</b>	<b>Total credits</b>	<b>15/16</b>	<b>Total credits</b>	

Year 3					
Fall		Spring		Summer	
Course	SCH	Course	SCH	Course	SCH
MKTG 3350 <sup>3</sup>	3	FINA 3330 <sup>3</sup>	3		
MGMT 3344 <sup>3</sup>	3	MGMT 3340 <sup>3</sup>	3		
MIS 3321	3	ACCT 2321	3		
Gen Ed	3	Gen Ed	3		
Gen Ed	3	Elective	3		
Elective	1				
<b>Total credits</b>	<b>16</b>	<b>Total credits</b>	<b>15</b>	<b>Total credits</b>	

Year 4					
Fall		Spring		Summer	
Course	SCH	Course	SCH	Course	SCH
MKTG/MGMT elective <sup>4</sup>	3	MKTG 4355 <sup>6</sup>	3		
MKTG 4354	3	MKTG/MGMT elective <sup>4</sup>	3		
MKTG 4353	3	MKTG/MGMT elective <sup>4</sup>	3		
MKTG/MGMT elective <sup>4</sup>	3	MGMT 4347 <sup>5</sup>	3		
MKTG/MGMT elective <sup>4</sup>	3	Elective	3		
Elective	1				
<b>Total credits</b>	<b>16</b>	<b>Total credits</b>	<b>15</b>	<b>Total credits</b>	

## Notes

<sup>1</sup> This Gen Ed (Soc Sci) may not be an Economics class.

<sup>2</sup> ECON 2310 counts as Gen Ed (Soc Sci).

<sup>3</sup> MKTG 3350, MGMT 3340, MGMT 3344 & FINA 3330 require completion of ACCT 2310 & 2311, ECON 2320 & 2321 & QMTH 2330.

<sup>4</sup> MKTG/MGMT electives: 15 hours of upper-division marketing or management courses chosen from MKTG 3351, 3356, 3360, 3371, 3372, 3373, 3382, 4320, 4360, 4361, 4382, 4390 and/or MGMT 3305, 3310, 3315, 3342, 3346, 3349, 3352, 3365 and 3375. Electives must be approved by advisor.

<sup>5</sup> MGMT 4347 requires completion of MKTG 3350, MGMT 3344, FINA 3330 and MGMT 3340.

<sup>6</sup> MKTG 4355 requires a minimum of 9 hours of upper division marketing courses completed, which includes MKTG 3350.