

## Program Completion Plan (Eight Semester Plan)

**Department:** Marketing & 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*:

**UCA Core Requirements:** <http://uca.edu/ubulletin2013/general-policies-information/uca-core/>  
**Degree Requirements:** <http://uca.edu/ubulletin2013/general-policies-information/degree-requirements/>  
**Program Description:** <http://uca.edu/ubulletin2013/colleges-departments-programs/college-of-business/marketing-and-management/>  
**Course Descriptions:** <http://uca.edu/ubulletin2013/courses/>

This degree program requires a total of **120** semester credit hours, including at least **40** upper-division credit hours.

Comparable courses in the Arkansas Course Transfer System (ACTS) are cross-referenced in the ACTS column of each semester block below; a [core link](http://uca.edu/go/ubulletin-ldcore/) (http://uca.edu/go/ubulletin-ldcore/) takes the user to the *Undergraduate Bulletin's* UCA Core page, where UCA Core options and ACTS course numbers are listed in full; an [acts link](http://uca.edu/go/acts) takes the user to the *Undergraduate Bulletin's* ACTS page (http://uca.edu/go/acts) for additional information and a full UCA-ACTS crosswalk.

### Year 1

#### Fall – Semester 1 (credit hours: 15)

SUBJ	NUM	TITLE	SCH	ACTS
WRTG	1310	Introduction to College Writing	3	<a href="#">ENGL1013</a>
MATH	1390	College Algebra	3	<a href="#">MATH1103</a>
		UCA Core First Year Seminar <sup>1</sup>	3	<a href="#">core link</a>
		General Elective	3	
		UCA Core Course	3	<a href="#">core link</a>

#### Spring – Semester 2 (credit hours: 16)

SUBJ	NUM	TITLE	SCH	ACTS
WRTG	1320	Academic Writing and Research or Approved Alternative	3	<a href="#">ENGL1023</a>
MATH	1395	Business Calculus	3	
ECON	2310	Global Environment of Business	3	
		UCA Core (Natural Science) Course	4	<a href="#">core link</a>
		UCA Core Course	3	<a href="#">core link</a>

**Year 2****Fall – Semester 3 (credit hours: 15)**

SUBJ	NUM	TITLE	SCH	ACTS
QMTM or MGMT	2330 or 2301	Business Statistics or Business Communications	3	BUSI2103 BUSI2013
ACCT	2310	Principles of Accounting I	3	ACCT2003
ECON	2320 or 2321	Principles of Macroeconomics or Principles of Microeconomics	3	ECON2103 ECON2203
MIS or ACCT	2343 or 2321	Desktop Support Technologies or Legal Environment of Business	3	BLAW2003
		UCA Core Course	3	core link

**Spring – Semester 4 (credit hours: 16)**

SUBJ	NUM	TITLE	SCH	ACTS
QMTM or MGMT	2330 or 2301	Business Statistics or Business Communications	3	BUSI2103 BUSI2013
ACCT	2311	Principles of Accounting II	3	ACCT2013
ECON	2320 or 2321	Principles of Macroeconomics or Principles of Microeconomics	3	ECON2103 ECON2203
MIS or ACCT	2343 or 2321	Desktop Support Technologies or Legal Environment of Business	3	BLAW2003
		UCA Core (Natural Science) Course	3	core link

**Year 3****Fall – Semester 5 (credit hours: 15)**

SUBJ	NUM	TITLE	SCH	ACTS
FINA	3330	Managing Finance and Capital <sup>2</sup>	3	
MGMT	3340	Managing People and Work	3	
MGMT	3344	Managing Productions and Operations	3	
MIS	3321	Managing Systems and Technology	3	
MKTG	3350	Principles of Marketing	3	

**Spring – Semester 6 (credit hours: 15)**

SUBJ	NUM	TITLE	SCH	ACTS
MKTG	4353	Marketing Research & Data Management (Marketing Major Core Class)	3	
		Marketing Major Elective	3	
		Marketing Major Elective	3	
		General Elective	3	
		General Elective	3	

**Year 4****Fall – Semester 7 (Credit hours: 15)**

SUBJ	NUM	TITLE	SCH	ACTS
MKTG	4354	Customer Behavior (Marketing Major Core Class)	3	
		Marketing Major Elective	3	
		Marketing Major Elective	3	
		General Elective	3	
		General Elective	3	

**Spring – Semester 8 (Credit hours: 13)**

SUBJ	NUM	TITLE	SCH	ACTS
MGMT	4347	Managing Policy and Strategy	3	
MKTG	4355	Marketing Management (Marketing Major Core Class)	3	
		Marketing Major Elective	3	
		General Elective	3	
		General Elective	1	

\_\_\_\_\_  
SIGNED – DEPARTMENT CHAIR

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SIGNED – COLLEGE DEAN

\_\_\_\_\_  
DATE

**To be completed by the advisor when an Eight-Semester Plan is accepted by the student:**

If applicable, has student selected a minor? Type “x” as appropriate. \_\_\_\_\_ No \_\_\_\_\_ Yes

If “yes,” specify: \_\_\_\_\_

**Notes**

<sup>1</sup> See appropriate choices, alternatives, or substitutions under "UCA Core" in the *Undergraduate Bulletin*. During the first year, a student must complete a UCA Core course designated as a First-Year Seminar (FYS) in Critical Inquiry, Diversity, or Responsible Living. The student will also need to complete major, minor, or general elective courses designated as fulfilling the upper-division and capstone requirements of the UCA Core.

<sup>2</sup> FINA 3330, MGMT 3340, MKTG 3350. These courses have a prerequisite requirement of an average grade of “C” (2.0 Grade Point Average) or better in the following courses: ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330.