

## Academic Map: Marketing

**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:** <https://uca.edu/ubulletin/general-policies-information/uca-core/>  
**LD UCA Core Check Sheet:** <https://uca.edu/academicbulletins/ld-uca-core/>  
**UD UCA Core Course List:** <https://uca.edu/academicbulletins/ud-uca-core/>  
**Degree Requirements:** <https://uca.edu/ubulletin/general-policies-information/degree-requirements/>  
**Program Description:** <https://uca.edu/ubulletin/colleges-departments/cb/mktg-mgmt/>  
**Course Descriptions:** <https://uca.edu/ubulletin/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](https://uca.edu/academicbulletins/ld-uca-core/) (https://uca.edu/academicbulletins/ld-uca-core/) takes the user to the *Undergraduate Bulletin's* UCA Lower-Division Core check sheet, where UCA Core options and ACTS course numbers are listed in full; an [acts link](https://uca.edu/academicbulletins/acts/) takes the user to the *Undergraduate Bulletin's* ACTS page (https://uca.edu/academicbulletins/acts/) for additional information and a UCA-ACTS crosswalk.

**Scholarship recipients:** Please be aware of eligibility criteria for your scholarship(s). In particular, pay attention to (1) the enrollment requirements each semester for disbursement of your scholarship(s) and (2) the number of hours and GPA required each semester and/or year for renewal of your scholarship(s). Some Academic Maps may suggest enrollment in fewer hours than required for disbursement of your scholarship(s). In such cases, work with your academic advisor to adjust your schedule to meet requirements most efficiently. Contact the Office of Student Financial Aid at (501) 450-3140 with any questions regarding enrollment/renewal requirements of your scholarship(s). For online information resources, see endnote <sup>1</sup>.

### Year 1

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

SUBJ	NUM	TITLE	SCH	ACTS
WRTG	1310	Introduction to College Writing (LD UCA Core) <sup>2</sup>	3	<a href="#">ENGL1013</a>
MATH	1390	College Algebra (LD UCA Core) <sup>2,3</sup>	3	<a href="#">MATH1103</a>
ECON	2310	Global Environment of Business <sup>3,4</sup>	3	<a href="#">core link</a>
		LD UCA Core Choice First Year Seminar <sup>3</sup>	3	<a href="#">core link</a>
		General Elective	3	

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

SUBJ	NUM	TITLE	SCH	ACTS
WRTG ENGL	1320 1320	Academic Writing and Research (LD UCA Core) or Interdisciplinary Writing and Research (LD UCA Core) or Other approved alternative <sup>2</sup>	3	<a href="#">ENGL1023</a> <a href="#">ENGL1023</a> <a href="#">core link</a>
MATH	1395	Applied Mathematics for Business <sup>4,5</sup>	3	
		LD UCA Core Choice <sup>3</sup>	3	<a href="#">core link</a>

SUBJ	NUM	TITLE	SCH	ACTS
		LD UCA Core Choice (Lab Science Preferred) <sup>3,6</sup>	4	<a href="#">core link</a>
		LD UCA Core Choice First Year Seminar (if not semester 1) <sup>3</sup>	3	<a href="#">core link</a>

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

SUBJ	NUM	TITLE	SCH	ACTS
QMTM MGMT	2330 2301	Business Statistics <sup>5</sup> or Business Communications <sup>4</sup>	3	BUSI2103 BUSI2013
ACCT	2310	Principles of Accounting I <sup>7</sup>	3	ACCT2003
ECON	2320 2321	Principles of Macroeconomics <sup>4,7</sup> or Principles of Microeconomics <sup>4,7</sup>	3	ECON2103 ECON2203
MIS ACCT	1300 2321	Business Computing or Legal Environment of Business	3	BLAW2003
		LD UCA Core Choice <sup>3</sup>	3	<a href="#">core link</a>

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

SUBJ	NUM	TITLE	SCH	ACTS
QMTM MGMT	2330 2301	Business Statistics <sup>5</sup> or Business Communications <sup>4</sup>	3	BUSI2103 BUSI2013
ACCT	2311	Principles of Accounting II <sup>7</sup>	3	ACCT2013
ECON	2320 2321	Principles of Macroeconomics <sup>4,7</sup> or Principles of Microeconomics <sup>4,7</sup>	3	ECON2103 ECON2203
MIS ACCT	1300 2321	Business Computing or Legal Environment of Business	3	BLAW2003
		LD UCA Core Choice (Lab Science Preferred) <sup>3</sup>	4	<a href="#">core link</a>

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

SUBJ	NUM	TITLE	SCH	ACTS
FINA	3330	Managing Finance and Capital (UD UCA Core: I) <sup>2, 8</sup>	3	
MGMT	3340	Managing People and Work (UD UCA Core: D, R) <sup>2,8</sup>	3	
MGMT	3344	Operations and Supply Chain Management <sup>8</sup>	3	
MIS	3321	Managing Systems and Technology	3	
MKTG	3350	Principles of Marketing <sup>8</sup>	3	

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

SUBJ	NUM	TITLE	SCH	ACTS
MKTG	4353	Marketing Research & Data Management (Mktg. Major Core Class)	3	
		Mktg. Major Elective	3	
		Mktg. 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 (Mktg. Major Core Class)	3	
		Mktg. Major Elective	3	
		Mktg. 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 (UD UCA Core: Z) <sup>2</sup>	3	
MKTG	4355	Marketing Management (Mktg. Major Core Class; UD UCA Core: C) <sup>2</sup>	3	
		Mktg. 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 online information resources for UCA scholarships at <https://uca.edu/scholarships/> and for state scholarships at <https://scholarships.adhe.edu/scholarships-and-programs/a-z/>.

<sup>2</sup> See appropriate choices, alternatives, or substitutions under “UCA Core” in the Undergraduate Bulletin. During the first year, a student must complete a Lower Division (LD) UCA Core course designated as a First-Year Seminar (FYS) in Critical Inquiry, Diversity, or Responsible Living. An approved LD UCA Core lab science and an approved LD UCA Core math course should be taken in the first two years if possible.

The student will also need to complete major, minor, or general elective courses designated as fulfilling the requirements of the upper-division (UD) UCA Core. Marketing majors will satisfy the upper-division UCA Core requirements by completing the following courses: FINA 3330 Managing Finance and Capital [UD UCA Core: I], MGMT 3340 Managing People and Work [UD UCA Core: D, R], MGMT 4347 Managing Policy and Strategy [UCA Core: Z (Capstone)], and MKTG 4355 Marketing Management [UD UCA Core: Communication].

<sup>3</sup> Students must select one course from each category to meet LD UCA Core requirements.

- Physical Science
- Life Science
- American History and Government\*

Notes – *continued*

- Fine Arts/Humanities\*
- Diversity and Creative Works\*
- Responsible Living\*
- ECON 2310 (Diversity in World Cultures)\*

\*First Year Seminar courses may be available in these areas.

Students may use either MATH 1390, MATH 1395, or any lower division UCA Core approved calculus class such as MATH 1496 to meet the lower division UCA core requirements depending upon their initial placement. Students who take MATH 1395 or MATH 1496 to meet their lower division core requirement will have an additional 3 hours of general electives.

<sup>4</sup> All Marketing Majors must take ECON 2310, MGMT 2301, ECON 2320, and ECON 2321 as part of their Business Foundation courses. Nine of these hours (ECON 2310, MGMT 2301, and either ECON 2320 or ECON 2321) will count towards both BBA degree requirements and the UCA Core requirements. Students who initially place in MATH 1395 or MATH 1496 will be able to use the course to meet the BBA degree requirements and the UCA Core requirements.

<sup>5</sup> MATH 1395 is no longer a prerequisite for QMTH 2330. These courses may be interchanged in semesters where they are listed.

<sup>6</sup> Students may take their UCA Core Science classes in any space designated UCA Core course. However, at least one Natural Science course must be completed in the first 2 semesters, if possible.

<sup>7</sup> In order for a BBA-seeking student to enroll in more than nine (9) hours of upper division courses in the College of Business, they must meet the following progression requirements:

1. Obtain a 2.0 or higher cumulative grade point average, and
2. Complete ACCT 2310, 2311, ECON 2320, 2321, QMTH 2330 with a 2.0 grade point average in these five courses.

No course may be repeated for a grade after a course for which it is a prerequisite has been passed.

<sup>8</sup> FINA 3330, MGMT 3340, MGMT 3344, MKTG 3350. These courses have a prerequisite requirement of the successful completion of the following courses: ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330. No course may be repeated for a grade after a course for which it is a prerequisite has been passed.