

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* Lower-Division (LD) UCA Core check sheet, where UCA Core options and ACTS course numbers are listed in full; an [acts link](https://uca.edu/academicbulletins/acts/) (<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 1.

Year 1

Fall – Semester 1 (credit hours: 16)

SUBJ	NUM	TITLE	SCH	ACTS
WRTG	1310	Introduction to College Writing (LD UCA Core) ²	3	ENGL1013
MATH	1390 1395	College Algebra (LD UCA Core) ² or Applied Mathematics for Business (depending on placement)	3	MATH1103
BUAD ECON	1300 2310	Introduction to Business or Global Environment of Business ²	3	core link
CISA	1300	Business Computing or LD UCA Core Choice (Recommend a course designated First Year Seminar) ²	3	core link
		LD UCA Core Choice ² (Recommend lab science)	4	core link

Spring – Semester 2 (credit hours: 15)

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 ²	3	ENGL1023 ENGL1023 core link
MATH ECON	1395 2320	Applied Mathematics for Business ³ or Principles of Macroeconomics	3	ECON2103
BAUD ECON	1300 2310	Introduction to Business or Global Environment of Business	3	
CISA	1300	Business Computing or LD UCA Core Choice (Lab Science not previously taken) ²	3	core link
		LD UCA Core Choice First Year Seminar (if not previously taken) ²	3	core link

Year 2**Fall – Semester 3 (credit hours: 16)**

SUBJ	NUM	TITLE	SCH	ACTS
CISA MGMT	2330 2301	Business Statistics ³ or Business Communications	3	BUSI2103 BUSI2013
ACCT	2310	Principles of Accounting I ⁴	3	ACCT2003
ECON	2320 2321	Principles of Macroeconomics ⁴ or Principles of Microeconomics ⁴	3	ECON2103 ECON2203
		LD UCA Core Choice (Recommend lab science)	4	core link
ACCT	2321	Legal Environment of Business or LD UCA Core Choice ²	3	BLAW2003 core link

Spring – Semester 4 (credit hours: 15)

SUBJ	NUM	TITLE	SCH	ACTS
CISA MGMT	2330 2301	Business Statistics ³ or Business Communications	3	BUSI2103 BUSI2013
ACCT	2311	Principles of Accounting II ⁴	3	ACCT2013
ECON	2321	Principles of Microeconomics ⁴ or General Elective	3	ECON2203
ACCT	2321	Legal Environment of Business or LD UCA Core Choice ²	3	BLAW2003 core link
		LD UCA Core Choice (Lab Science if not previously taken) ²	3	core link

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

SUBJ	NUM	TITLE	SCH	ACTS
MKTG	3350	Principles of Marketing ⁵	3	
FINA	3330	Managing Finance and Capital (UD UCA Core: I) ^{2, 5}	3	
MGMT	3340	Managing People and Work (UD UCA Core: D, R) ^{2,5}	3	
		LD UCA Core Choice	3	core link
		LD UCA Core Choice	3	core link

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	
CISA	3321	Managing Systems and Technology	3	
		LD UCA Core Choice	3	core link

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	
MGMT	3344	Operations and Supply Chain Management ⁵	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) ²	3	
MKTG	4355	Marketing Management (Mktg. Major Core Class; UD UCA Core: C) ²	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?**_____ **No** _____ **Yes****If “yes,” specify:** _____**Notes**¹ 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/>.² See appropriate choices, alternatives, or substitutions under “UCA Core” in the Undergraduate Bulletin.

Notes – *continued*

LD UCA Core. 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.

Specifically, students must select one course from each category to meet LD UCA Core requirements.

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

UD UCA Core. 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. Management 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)]
- MGMT 4355 Marketing Management [UD UCA Core: C].

³ MATH 1395 is no longer a prerequisite for CISA 2330. These courses may be interchanged in semesters where they are listed.

⁴ 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, CISA 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.

⁵ 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 CISA 2330. No course may be repeated for a grade after a course for which it is a prerequisite has been passed.