

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/) 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: 15)

SUBJ	NUM	TITLE	SCH	ACTS
WRTG	1310	Introduction to College Writing (LD UCA Core) ²	3	ENGL1013
MATH	1395	Business Math (LD UCA Core) ²	3	MATH
BUAD ECON	1300 2310	Introduction to Business or Global Environment of Business (LD UCA Core) ²	3	core link
CISA	1300	Business Computing or LD UCA Core Choice First Year Seminar ²	3	core link
		LD UCA Core Choice ²	3	core link

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 ²	3	ENGL1023 ENGL1023 core link
		LD UCA Core Choice ² or General Elective	3	core link
BAUD ECON	1300 2310	Introduction to Business or Global Environment of Business (LD UCA Core) ²	3	core link
CISA	1300	Business Computing or LD UCA Core Choice (First Year Seminar) ²	3	core link
		LD UCA Core Choice (Lab Science) ²	4	core link

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

SUBJ	NUM	TITLE	SCH	ACTS
CISA MGMT	2330 2301	Business Statistics or Business Communications (LD UCA Core) ²	3	BUSI2103 BUSI2013
ACCT	2309	Principles of Managerial Accounting	3	ACCT2013
ECON	2320 2321	Principles of Macroeconomics (LD UCA Core) ^{2,3} or Principles of Microeconomics (LD UCA Core) ^{2,3}	3	ECON2103 ECON2203
		LD UCA Core Choice (Lab Science) ²	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 or Business Communications (LD UCA Core) ²	3	BUSI2103 BUSI2013
ACCT	2310	Principles of Financial Accounting ³	3	ACCT2003
ECON	2320 2321	Principles of Macroeconomics (LD UCA Core) ^{2,3} or Principles of Microeconomics (LD UCA Core) ^{2,3}	3	ECON2103 ECON2203
ACCT	2321	Legal Environment of Business or LD UCA Core Choice ²	3	BLAW2003 core link
		LD UCA Core Choice ² or General Elective	3	core link

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

SUBJ	NUM	TITLE	SCH	ACTS
MKTG	3350	Principles of Marketing ³	3	
FINA	3330	Managing Finance and Capital (UD UCA Core: I) ^{2,3}	3	
MGMT	3340	Managing People and Work (UD UCA Core: D, R) ^{2,3}	3	
CISA	3321	Managing Systems and Technology	3	
		General Elective	3	

Spring – Semester 6 (credit hours: 15)

SUBJ	NUM	TITLE	SCH	ACTS
MGMT	3344	Operations and Supply Chain Management ^{2,3}	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	Consumer Behavior	3	
MKTG	4353	Marketing Research & Data Management	3	
		Marketing Major Elective	3	
		Marketing Major 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) ²	3	
MKTG	4355	Marketing Management (UD UCA Core: C) ²	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? _____ **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 Students must select courses from each category to meet UCA Lower-Division Core requirements. See appropriate choices, alternatives, or substitutions under “UCA Core” in the *Undergraduate Bulletin*.

- Lab Science (2 semesters)
- MATH 1395 (Quantitative) – during Year 1

Notes – *continued*

- Writing (2 semesters)
- American History and Government
- Fine Arts/Humanities
- Diversity – first-year seminar – during Year 1
- Responsible Living
- MGMT 2301 Business Communications (Oral Communication)
- ECON 2321 Microeconomics or ECON 2320 Macroeconomics (Social Science)
- ECON 2310 Global Environment of Business (Diversity)

The student will also need to complete major, minor, or general elective courses designated as fulfilling the upper-division and capstone requirements of the upper-division (UD) UCA Core. See annotations in this Academic Map for courses within the major that will fulfill these requirements.

³ BBA-seeking students must earn at least a 2.0 GPA in ACCT 2309, ACCT 2310, CISA 2330, ECON 2320, and ECON 2321 before progressing into FINA 3330, MGMT 3340, MGMT 3344, and MKTG 3350.