

**DEGREE REQUIREMENT CHECKSHEET
2014 – 2015 BULLETIN
BBA MARKETING MAJOR**

UCA CORE LOWER DIVISION

UCA Lower Division Core requirements can be found at:
<http://uca.edu/gened/checksheet/>

College of Business Courses in the UCA Core Lower Division

Courses included in Business Foundation Requirements

ECON 2310 Global Environment of Business
(UCA Core: *Diversity in World Cultures Course*)
ECON 2320 Principles of Macroeconomics [ACTS: ECON 2103]
(UCA Core: *Critical Inquiry Social Science Course*)
ECON 2321 Principles of Microeconomics [ACTS: ECON 2203]
(UCA Core: *Critical Inquiry Social Science Course*)
MATH 1395 Applied Calculus for Business & Economics
(UCA Core: *Critical Inquiry Quantitative Course*)
MGMT 2301 Business Communications [ACTS: BUSI 2013]
(UCA Core: *Oral Communication Course*)
MKTG 2376 Business Innovation & Creativity
(If required by major)
(UCA Core: *Oral Communication Course*)

Other College of Business UCA Core Alternatives

MGMT 2341 Principles of Management
(UCA Core: *Critical Inquiry Social Science Course*)
ECON 1310 Modern Political Economy
(UCA Core: *Responsible Living Social Science*)
FINA 2330 Personal Finance (SS)
(UCA Core: *Responsible Living Social Science*)

SUMMARY OF GRADUATION REQUIREMENTS

1. A minimum of 120 hours earned from the following areas:

- UCA Lower Division Core - 38 hours
- Business Foundation – 30 hours
- Business Core – 18 hours
- Major – 24 hours
- Electives to equal 120 hours

Note: A second major, minor, and/or special degree requirements may increase the number of hours required for graduation.

2. At least a 2.000 Grade Point Average is required overall, in the business foundation/core, and in the major.

3. In the **Business Foundation**, a student may **NOT** proceed to take courses in the Business Core if the student's GPA is not at least a 2.0 in the following courses: ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330.

4. Forty hours of upper division credit (3000 – 4000 level courses) are required for graduation.

5. For additional information, consult your academic advisor or the undergraduate bulletin

MAJOR REQUIREMENTS

All courses are 3 credit hours unless otherwise noted

Business Foundation (30 hours)

_____ ACCT 2310 Principles of Accounting I*[ACTS: ACCT 2003]
(Prereq: **MATH 1390, sophomore status**)
_____ ACCT 2311 Principles of Accounting II*[ACTS: ACCT 2013]
(Prereq: **ACCT 2310**)
_____ ACCT 2321 Legal Environment of Business I
[ACTS: BLAW 2003] (Prereq: **sophomore status**)
_____ ECON 2310 Global Environment of Business
(UCA Core: *Diversity in World Cultures Course*)
_____ ECON 2320 Principles of Macroeconomics
[ACTS: ECON 2103] (Prereq: **MATH 1390**)
(UCA Core: *Critical Inquiry Social Science Course*)
_____ ECON 2321 Principles of Microeconomics
[ACTS: ECON 2203] (Prereq: **MATH 1390**)
(UCA Core: *Critical Inquiry Social Science Course*)
_____ QMTH 2330 Business Statistics* [ACTS: BUSI 2103]
(Prereq: **MATH 1390**)
_____ MATH 1395 Applied Calculus for Business & Economics*
(Prereq: **MATH 1390**)
(UCA Core: *Critical Inquiry Quantitative Course*)
_____ MGMT 2301 Business Communications
[ACTS: BUSI 2013]
(UCA Core: *Oral Communication Course*)
_____ MIS 2343 Desktop Support Technologies

*This course has prerequisites; check the Undergraduate Bulletin for details

Business Core Requirements (18 hours)

Prerequisite note: Completion of ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330 is **required prior** to enrolling in MKTG 3350, FINA 3330, MGMT 3340, and MGMT 3344.

_____ FINA 3330 Managing Finance & Capital**
_____ MGMT 3340 Managing People & Work**
_____ MGMT 3344 Managing Production & Operations**
_____ MIS 3321 Managing Systems and Technology
_____ MKTG 3350 Principles of Marketing**
_____ MGMT 4347 Managing Policy and Strategy**
(this course should be taken in final semester)

* This course has prerequisites; check the Undergraduate Bulletin for details

Marketing Major (24 hours)

_____ MKTG 4353 Marketing Research & Data Management
(Prerequisite **MKTG 3350**)
_____ MKTG 4354 Consumer Behavior
(Prerequisite **MKTG 3350**)
_____ MKTG 4355 Marketing Management
(Prerequisite **MKTG 3350 + either 6 hours of Marketing or instructor consent**)

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Choose five

- _____ MKTG 3351 Retail Management**
- _____ MKTG 3355 Marketing & New Media
- _____ MKTG 3356 Fashion Merchandising & E-Commerce
- _____ MKTG 3360 Fundamentals of Strategic Selling**
- _____ MKTG 3365 Transportation
- _____ MKTG 3371 Advertising**
- _____ MKTG 3372 Sales Management**
- _____ MKTG 3373 Public Relations**
- _____ MKTG 3375 Supply Chain Management
- _____ MKTG 3382 Internship in Marketing**
- _____ MKTG 4320 Selected Topics in Marketing**
- _____ MKTG 4360 Health Care Marketing
- _____ MKTG 4361 Marketing Planning for Health Care Orgs
- _____ MKTG 4362 Services Marketing
- _____ MKTG 4370 Fundamentals of Direct Marketing
- _____ MKTG 4382 Internship in Marketing**
- _____ MKTG 4390 Special Problems in Marketing**
- _____ MGMT 3305 Social Issues in Management
- _____ MGMT 3310 Fundamentals of Entrepreneurship
- _____ MGMT 3315 Diversity/Multicultural Communications
- _____ MGMT 3342 International Business
- _____ MGMT 3346 Personnel/Human Resource Management
- _____ MGMT 3349 Small Business Management
- _____ MGMT 3352 Purchasing & Materials Management

**** This course has prerequisites; check the Undergraduate Bulletin for details**

Electives (to equal 120 hours)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____