

**DEGREE REQUIREMENT CHECKSHEET  
2016 – 2017 BULLETIN  
BBA MARKETING MAJOR**

**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 Mathematics for Business  
(Prereq: **MATH 1390 with a C or higher**)  
(UCA Core: *Critical Inquiry Quantitative Course*)
- \_\_\_\_\_ MGMT 2301 Business Communications  
[ACTS: BUSI 2013]  
(UCA Core: *Oral Communication Course*)
- \_\_\_\_\_ MIS 2343 Desktop Decision Support Technologies

**Business Core Requirements (18 hours)**

Prerequisite note: Completion of ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330 (with a cumulative C average GPA for all 5) 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 Operations & Supply Chain Mgmt\*\*
- \_\_\_\_\_ 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 2350 or MKTG 3350**)
- \_\_\_\_\_ MKTG 4355 Marketing Management  
(Prerequisite **MKTG 3350 + either 6 hours of Marketing or instructor consent**)

**Choose five (Max of 2 MGMT Courses)**

- \_\_\_\_\_ MKTG 3351 Retail Management & E-Commerce
- \_\_\_\_\_ MKTG 3355 Marketing & New Media\*\*
- \_\_\_\_\_ MKTG 3356 Fashion Merchandising & E-Commerce
- \_\_\_\_\_ MKTG 3360 Fundamentals of Strategic Selling\*\*
- \_\_\_\_\_ MKTG 3365 Transportation & Motor Carrier Management
- \_\_\_\_\_ 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 Strategic 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)** (add more on back)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**SUMMARY OF GRADUATION REQUIREMENTS**

1. A minimum of 120 hours earned from the following areas:
  - UCA Lower Division Core - 38 hours
    - **UCA Lower Division Core requirements can be found at:**  
<http://uca.edu/core>
    - UCA Lower division core requirements for Diversity in World Cultures, Oral Communication, Critical Inquiry Quantitative, Critical Inquiry Social Science will be completed as students complete the Business Foundation
    - ECON 1310 Modern Political Economy and FINA 2330 Personal Finance are Responsible Living Social Science alternatives available within the College of Business for students to consider when choosing a class in the Responsible Living area
  - UCA Upper Division Core
    - At least one upper division course in each of the following categories is required: Diversity (D), Effective Communication (C), Responsible Living (R), Critical Inquiry (I), and Capstone Experience (Z)
    - A course may satisfy up to 2 of these requirements
    - These requirements will be met by completing the Business Core and Economics Major requirements
- 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