

**DEGREE REQUIREMENT CHECKSHEET
2019 – 2020 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] (Prereq: **WRTG 1320 or ENGL 1320**)
(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**
(UD UCA Core: *I*)
- _____ MGMT 3340 Managing People & Work**
(UD UCA Core: *D, R*)
- _____ MGMT 3344 Operations & Supply Chain Mgmt**
- _____ MIS 3321 Managing Systems and Technology
- _____ MKTG 3350 Principles of Marketing**
- _____ MGMT 4347 Managing Policy and Strategy**
(UD UCA Core: *Z*)
(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
(UD UCA Core: *C*)
(Prerequisite **MKTG 3350 + either 6 hours of Marketing or instructor consent**)

Choose five (Max of 2 MGMT Courses)

- _____ MKTG 3351 Retail Management
- _____ MKTG 3355 Digital Marketing**
- _____ MKTG 3360 Fundamentals of Strategic Selling**
- _____ MKTG 3371 Advertising**
- _____ MKTG 3372 Sales Management**
- _____ MKTG 3373 Public Relations**

- _____ MKTG 3376 New Product Development**
- _____ 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 4382 Internship in Marketing**
- _____ MKTG 4V90 Special Problems in Marketing**
- _____ MGMT 3305 Business Ethics
- _____ MGMT 3310 Fundamentals of Entrepreneurship
- _____ MGMT 3315 International Business Communications**
(UD UCA Core: *C*)
- _____ MGMT 3342 International Business
- _____ MGMT 3346 Strategic Human Resource Management**
- _____ MGMT 3349 Small Business Management
- _____ MGMT 3352 Purchasing and Materials Management**
- _____ MGMT 3365 Transportation and Motor Carrier Mgmt
- _____ MGMT 3375 Logistics Strategy
- _____ MGMT 4385 Safety and Motor Carrier Policy**
(UD UCA Core: *C*)

**** 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
 - 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 Marketing 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 order for a BBA-seeking student to enroll in more than nine (9) hours of upper-division courses in the College of Business, she/he must meet the following progression requirements:
 - Obtain a 2.0 or higher cumulative grade point average, and
 - Complete ACCT 2310, 2311, ECON 2320, 2321, QMTH 2330 with a 2.0 grade point average in these five courses.
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.