



2024-2025 Bulletin  
**MARKETING**  
 BACHELOR OF BUSINESS ADMINISTRATION

**UCA Lower-Division Core (38 hours)**  
**Complete all UCA LD Core requirements**

Business Foundation (33 hours)	
BUAD 1300 Introduction to Business <sup>1</sup>	
CISA 1300 Business Computing	
MATH 1395 Business Math <sup>2</sup>	
ACCT 2321 Legal Environment of Business I	
ECON 2310 Global Environment of Business <sup>2</sup>	
MGMT 2301 Business Communications <sup>2</sup>	
BBA Progression Requirement <sup>3</sup>	
(2.0+ GPA in 5 courses AND 2.0+ cumulative GPA)	
ACCT 2309 Prin. of Managerial Accounting <sup>3,*</sup>	
ACCT 2310 Prin. of Financial Accounting <sup>3,*</sup>	
CISA 2330 Business Statistics <sup>3,*</sup>	
ECON 2320 Prin. of Macroeconomics <sup>2,3,*</sup>	
ECON 2321 Prin. of Microeconomics <sup>2,3,*</sup>	

Business Core (18 hours)	
CISA 3321 Managing Systems and Technology	
FINA 3330 Managing Finance & Capital <sup>4</sup>	
MGMT 3340 Managing People & Work <sup>4</sup>	
MGMT 3344 Operations & Supply Chain Management <sup>4</sup>	
MKTG 3350 Principles of Marketing <sup>4</sup>	
MGMT 4347 Managing Policy and Strategy <sup>5</sup>	

Electives to reach 120 hours	

Marketing Major (24 hours)	
Complete 3 Required Major Courses	
MKTG 4353 Marketing Research & Data Management*	
MKTG 4354 Consumer Behavior*	
MKTG 4355 Marketing Management*	
Choose 5 Major Electives	
<b>Major Electives</b> may be chosen from: - <b>Any 3000- or 4000-level MKTG courses</b> (excluding MKTG 3350) - Max of 2 non-MKTG from approved list	

Graduation Requirements				
	REQUIRED Hours	✓	REQUIRED GPA	✓
Total / Overall	120		2.0	
BBA Progression Requirement	15		2.0	
Business Foundation + Core	51		2.0	
Major	24		2.0	
UCA Lower Division Core	38			
UCA Upper Division Hours	40			
UCA Residence Requirement	30			

This check sheet summarizes degree requirements. Please refer to the *Undergraduate Bulletin* for official information about academic programs and undergraduate degree policies. Your academic advisor or the Office of the Registrar can help you understand the Undergraduate Bulletin if needed.

<https://uca.edu/ubulletin/>

### **Choose 5 Major Electives**

**MKTG 3000-/4000-level courses** that may serve as major electives:

MKTG 3351 Retail Management  
MKTG 3355 Digital Marketing\*  
MKTG 3359 Content Marketing\*  
MKTG 3360 Fundamentals of Strategic Selling\*  
MKTG 3371 Advertising\*  
MKTG 3372 Sales Management\*  
MKTG 3373 Public Relations\*  
MKTG 3374 Managing Customer Relationships\*  
MKTG 3376 New Product Development\*  
MKTG 4360 Health Care Marketing  
MKTG 4361 Marketing Planning for Health Care Organizations  
MKTG 4362 Services Marketing\*

MKTG 4320 Selected Topics in Marketing\*  
MKTG 4V90 Special Problems in Marketing\*  
MKTG 3V82 Internship in Marketing\*  
MKTG 4V82 Internship in Marketing\*

**Maximum of 2 non-MKTG courses** may be selected from this list:

MGMT 3305 Business Ethics  
MGMT 3310 Fundamentals of Entrepreneurship  
MGMT 3315 International Business Communications\*  
MGMT 3342 International Business  
MGMT 3346 Strategic Human Resource Management\*  
MGMT 3349 Small Business Management  
MGMT 3352 Purchasing and Materials Management\*  
MGMT 3355 Management Skills\*  
MGMT 3365 Transportation and Motor Carrier Mgmt  
MGMT 3375 Logistics Strategy  
MGMT 4385 Safety and Motor Carrier Policy\*

### **Notes**

<sup>1</sup> BUAD 1300 is required for first-time freshmen. Consult with your advisor about whether you qualify for a waiver for BUAD 1300.

<sup>2</sup> In addition to meeting Business Foundation requirements, this course also counts toward the UCA lower-division core.

<sup>3</sup> **BBA Progression Requirement:** Students must meet these requirements to enroll in more than 9 hours of UD business courses:

- Obtain a 2.0+ cumulative GPA, and
- Earn at least a 2.0 GPA in ACCT 2309, ACCT 2310, CISA 2330, ECON 2320, and ECON 2321.

<sup>4</sup> Students must meet the Progression Requirement (see note #3) as a prerequisite to this course.

<sup>5</sup> MGMT 4347 should be taken in the student's last semester. FINA 3330, MGMT 3340, MGMT 3344, and MKTG 3350 are prerequisites for MGMT 4347.

\* This course has one or more prerequisites.

### **Important Resources**

MKTG Course Descriptions

<https://uca.edu/ubulletin/courses/mktg/>

Department of Marketing & Management

<https://uca.edu/marketingmanagement/>

UCA Lower-Division Core

<https://uca.edu/academicbulletins/ld-uca-core/>

UCA Upper-Division Core

<https://uca.edu/academicbulletins/ud-uca-core/>

UCA – Arkansas Course Transfer System (ACTS)

<https://uca.edu/academicbulletins/acts/>