



UNIVERSITY OF
**CENTRAL
ARKANSAS™**

COLLEGE
OF BUSINESS

2026-2027 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 ¹
	CISA 1300 Business Computing
	MATH 1395 Business Math ²
	ACCT 2321 Legal Environment of Business I
	ECON 2310 Global Environment of Business ²
	MGMT 2301 Business Communications ²
BBA Progression Requirement ³ (2.0+ GPA in 5 courses AND 2.0+ cumulative GPA)	
	ACCT 2309 Prin. of Managerial Accounting ^{3, *}
	ACCT 2310 Prin. of Financial Accounting ^{3, *}
	CISA 2330 Business Statistics ^{3, *}
	ECON 2320 Prin. of Macroeconomics ^{2, 3}
	ECON 2321 Prin. of Microeconomics ^{2, 3}

Business Core (18 hours)

	CISA 3321 Managing Systems and Technology
	FINA 3330 Managing Finance & Capital ⁴
	MGMT 3340 Managing People & Work ⁴
	MGMT 3344 Operations & Supply Chain Management ⁴
	MKTG 3350 Principles of Marketing ⁴
	MGMT 4347 Managing Policy and Strategy ⁵

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

Major Electives may be chosen from:

- Any 3000- or 4000-level MKTG courses
(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 4370 Fundamentals of Direct 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

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

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

³ **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.

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

⁵ 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/>