

SAMPLE DEGREE PLAN

Bachelor of Business Administration, Marketing

This degree program requires a total of **120 credit hours (CH)**, including **38 credit hours of the lower-division (LD) UCA Core** and **40 credit hours of upper-division (3000- and 4000-level) courses**. This sample degree plan demonstrates how a first-time entering freshman with no college credit can earn the degree in eight semesters. The upper-division UCA Core must be met using major, minor, or general elective courses. For general and specific degree requirements, please see the *Undergraduate Bulletin* at <https://uca.edu/ubulletin>. Consult your academic advisor for appropriate substitutions and additional information.

This degree is offered as an eight-semester degree completion program. Eligible students who follow this degree plan and complete all general and specific degree requirements in the *Undergraduate Bulletin* of the year in which they were admitted will earn this degree in eight semesters. For eligibility requirements, see <https://uca.edu/ubulletin/degreeplans/> for more information.

Year 1

Fall — Semester 1		Spring — Semester 2	
Courses	CH	Courses	CH
WRTG 1310 Introduction to College Writing or Other approved Writing Foundation alternative	3	WRTG 1320 Academic Writing & Research or ENGL 1320 Interdisciplinary Writing & Research or Other approved Research and Writing alternative	3
MATH 1395 Business Math or Other LD UCA Core Course	3	MATH 1395 Business Math (if not taken) or Other LD UCA Core Course	3
CISA 1300 Business Computing or LD UCA Core First Year Seminar	3	CISA 1300 Business Computing (if not taken) or LD UCA Core First Year Seminar	3
BUAD 1300 Introduction to Business or ECON 2310 Global Environment of Business	3	BUAD 1300 Introduction to Business or ECON 2310 Global Environment of Business	3
LD UCA Core Course	3	LD UCA Core Lab Science	4
Total	15	Total	16

Year 2

Fall — Semester 3		Spring — Semester 4	
Courses	CH	Courses	CH
ACCT 2309 Principles of Managerial Accounting	3	ACCT 2310 Principles of Financial Accounting	3
CISA 2330 Business Statistics or MGMT 2301 Business Communications	3	CISA 2330 Business Statistics or MGMT 2301 Business Communications	3
ECON 2320 Principles of Macroeconomics or ECON 2321 Principles of Microeconomics	3	ECON 2320 Principles of Macroeconomics or ECON 2321 Principles of Microeconomics	3
LD UCA Core Lab Science	4	LD UCA Core Course	3
ACCT 2321 Legal Environment of Business or General Elective	3	ACCT 2321 Legal Environment of Business (if not taken) or General Elective	3
Total	16	Total	15

Year 3

Fall — Semester 5		Spring — Semester 6	
Courses	CH	Courses	CH
MKTG 3350 Principles of Marketing	3	MGMT 3344 Operations & Supply Chain Management	3
MGMT 3340 Managing People and Work	3	Major Elective	3
FINA 3330 Managing Finance and Capital	3	Major Elective	3
CISA 3321 Managing Systems and Technology	3	General Electives	6
General Elective	3		
Total	15	Total	15

Year 4

Fall — Semester 7		Spring — Semester 8	
Courses	CH	Courses	CH
MKTG 4354 Consumer Behavior	3	MGMT 4347 Managing Policy and Strategy	3
MKTG 4353 Marketing Research & Data Management	3	MKTG 4355 Marketing Management	3
Major Elective	3	Major Elective	3
Major Elective	3	General Electives	4
General Elective	3		
Total	15	Total	13

This sample degree plan has been approved by the Department of Marketing and Management in the College of Business.

Thomas Snyder

05/16/25

SIGNED – DEPARTMENT CHAIR / SCHOOL DIRECTOR

DATE

Mike Casey

05/16/25

SIGNED – COLLEGE DEAN

DATE