UNIVERSITY OF CENTRAL ARKANSAS

2+2 Degree Plan Checklist
Associate of Science in Business
BBA in Marketing

UNIVERSITY OF ARKANSAS
PULASKI TECHNICAL COLLEGE

University of Arkansas-Pulaski Technical College[1]
Associate of Science in Business[2]

General Education Requirements (38 credit hours)

English/Communication (9 credit hours)			UCA[3]	Semester	Hours	Grade
ENGL	10103	English Composition I	WRTG 1310		3	
ENGL	10203	English Composition II	WRTG 1320		3	
SPCH	10003	Speech Communications	COMM 1300		3	

Mathematics (6 credit hours)			UCA	Semester	Hours	Grade
MATH	11003	College Algebra	MATH 1390		3	
MATH	10843	Business Calculus	MATH 1395		3	

Lab Sciences (8 credit hours)			UCA	Semester	Hours	Grade
BIOL	10031/10043	Biology for Non-Majors and Lab *(or other ASB Life Science with Lab)*	BIOL 1400		4	
PHSC	10043/10031	Physical Science and Lab *(or other ASB Physical Science with Lab)*	PHYS 1400		4	

Arts and Humantities (3 credit hours)			UCA	Semester	Hours	Grade
		Choose one:				
ARHS	10003	Introduction to Visual Art	ART 2300		3	
MUSC	10003	Introduction to Music	MUS 2300			
THTR	10003	Introduction to Theatre	THEA 2300			

Literature (3 credit hours)			UCA	Semester	Hours	Grade
		Choose one:				
ENGL	21103	World Literature from the Beginning to 1650	ENGL 2305		3	
ENGL	21203	World Literature from 1650 to the Present	ENGL 2306			

History/Government (3 Credit Hours)			UCA	Semester	Hours	Grade
		Choose one:				
HIST	21103	US History to 1877	HIST 2301		3	
HIST	21203	US History since 1877	HIST 2302			
PLSC	20003	American National Government	PSCI 1330			

Social Sciences (6 credit hours)			UCA	Semester	Hours	Grade
		Choose two:				
HIST	11103	History of Civilization I	HIST 1310		6	
HIST	11203	History of Civilization II	HIST 1320			
SOCI	10103	Introduction to Sociology	SOC 1300			

Business Foundation (24 credit hours)

			UCA	Semester	Hours	Grade
ACCT	20003	Principles of Accounting I	ACCT 2310		3	
ACCT	20103	Principles of Accounting II	ACCT 2309		3	
BLAW	20003	Legal Environment of Business	ACCT 2321		3	
MATH	21003	Introduction to Statistics and Probability	MATH 2311		3	
BUSI	14083	Microcomputer Applications I	CSCI 1300		3	
ECON	21003	Principles of Macroeconomics	ECON 2320		3	
ECON	22003	Principles of Microeconomics	ECON 2321		3	
BUSI	20103	Business Communications	MGMT 2301		3	
				Total Hours:	**62**[4]	

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BBA in Marketing

UNIVERSITY OF ARKANSAS PULASKI TECHNICAL COLLEGE

University of Central Arkansas
Bachelor of Business Administration in Marketing
UCA Courses (58 credit hours)[5]

Business Foundation (6 credit hours)			Semester	Hours	Grade
ECON	2310	Global Environment of Business		3	
CISA	1300	Business Computing		3	
Business Core (18 credit hours)			**Semester**	**Hours**	**Grade**
FINA	3330	Managing Finance and Capital (UD UCA Core: I)		3	
MGMT	3340	Managing People and Work (UD UCA Core: D, R)		3	
MGMT	3344	Operations and Supply Chain Management		3	
CISA	3321	Managing Systems and Technology		3	
MKTG	3350	Principles of Marketing		3	
MGMT	4347	Managing Policy and Strategy (UD UCA Core: Z)		3	
Marketing Major (24 credit hours)			**Semester**	**Hours**	**Grade**
MKTG	4353	Marketing Research & Data Management		3	
MKTG	4354	Consumer Behavior		3	
MKTG	4355	Marketing Management (UD UCA Core: C)		3	
		Choose a minimum of three and a maximum of five:			
MKTG	3351	Retail Management			
MKTG	3355	Digital Marketing			
MKTG	3356	Fashion Merchandising & E-Commerce			
MKTG	3359	Content Marketing			
MKTG	3360	Fundamentals of Strategic Selling			
MKTG	3371	Advertising			
MKTG	3372	Sales Management			
MKTG	3373	Public Relations		9-15	
MKTG	3374	Managing Customer Relationships			
MKTG	3376	New Product Development			
MKTG	3V82	Internship in Marketing			
MKTG	4360	Health Care Marketing			
MKTG	4361	Marketing Planning for Health Care Organizations			
MKTG	4370	Fundamentals of Direct Marketing			
MKTG	4V82	Internship in Marketing			
		Choose a maximum of two:			
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		0-6	
MGMT	3349	Small Business Management			
MGMT	3352	Purchasing & Materials Management			
MGMT	3355	Management Skills			
MGMT	3365	Transportation and Motor Carrier Management			
MGMT	4385	Safety and Motor Carrier Policy (UD UCA Core: C)			
Electives (10 credit hours)			**Semester**	**Hours**	**Grade**
		General Electives		10	
			Total Hours:	**120[6]**	

[1] Please see your UA-PTC advisor for degree and graduation information.

[2] Agreement requirements are guaranteed in accordance with the academic year of initial enrollment at UA-PTC, not to precede the academic year during which the agreement first took effect. A period of non-enrollment of 12 months or more requires that the student adhere to the agreement revision corresponding with the academic year of re-enrollment.

[3] UCA course is either guaranteed by ACTS (acts.adhe.edu) or by UCA Department Chair approval (if blank, elective credit will be awarded).

[4] Students completing the AS in Business degree requirements, as shown above, with a minimum 2.0 cumulative GPA, will have satisfied the UCA Lower-Division Core and will be admitted to the BBA in Marketing degree program as a junior.

[5] In order to receive important communications about transferring to UCA, students are encouraged to create a UCA student account at admissions.uca.edu/apply/. For more information about the 2+2 program, students may also send email inquiries to ucatransfer@uca.edu.

[6] This agreement requires 120 credit hours as follows: maximum 62 at UA-PTC and remaining 58 at UCA (40 of which must be upper-division).