

**BBA MARKETING MAJOR  
DEGREE REQUIREMENT CHECK SHEET  
2006 - 2008 BULLETIN  
For Students Beginning Fall 2006  
GENERAL EDUCATION REQUIREMENTS (47 Hours)**

	<i>HRS.</i>	<i>DATE</i>	<i>GRADE</i>
WRITG 1310 Introduction to College Writing <b>or</b> HONC 1310 Honors Core I	3	_____	_____
WRITG 1320 Academic Writing <b>or</b> HONC 1320 Honors Core II	3	_____	_____
HIST 2301 American Nations I <b>or</b> HIST 2302 American Nations II <b>or</b> PSCI 1330 U.S. Government & Politics	3	_____	_____
MATH 1390 College Algebra (or higher level math course)	3	_____	_____
SPCH 1300 Basic Oral Communication	3	_____	_____
H ED/KPED 1320 Concepts of Lifetime Health/Fitness	3	_____	_____
<b>World Cultural Traditions: 9 Hours</b>			
HIST 1310 World History I <b>or</b> HIST 1320 World History II	3	_____	_____
ENGL 2305 World Literature I <b>or</b> ENGL 2306 World Literature II	3	_____	_____
<b>AND</b> select <b>one</b> of the following:	3	_____	_____
ENGL 1330 African & African-American Studies			
ENGL 2305 World Literature I <b>or</b> ENGL 2306 World Literature II			
FYFS 1310 First Year Seminar: Studies in World Cultural Traditions			
HIST 1310 World History I <b>or</b> HIST 1320 World History II			
HONC 2310 Honors Core III			
PHIL 1330 World Philosophies			
RELG 1320 World Religions			
WLAN/WRITG 2350 World Languages			
<b>Fine Arts &amp; Humanities: 6 Hours</b>			
ART 2300 Art Appreciation <b>or</b> MUS 2300 Music Appreciation <b>or</b> THEA 2300 Theatre Appreciation <b>or</b> MCOM 2310 Film Appreciation <b>or</b> HONC 2320 Honors Core IV	3	_____	_____
<b>AND</b> select <b>one</b> of the following:	3	_____	_____
ENGL 1350 Introduction to Literature			
ENGL 2370 Introduction to Fiction			
ENGL 2380 Introduction to Poetry			
ENGL 2390 Introduction to Drama			
FREN <b>or</b> GERM <b>or</b> SPAN 2320 Conversation/Composition II			
FYFS 1301 First Year Seminar: Studies in Humanities			
HONC 1310 Honors Core I			
HONC 2310 Honors Core III			
PHIL 1301 Philosophy for Living			
PHIL 2305 Critical Thinking			
PHIL 2325 Contemporary Moral Problems			
PHIL 2360 Gender, Race, and Class			
RELG 1330 Exploring Religion			
WLAN 2315 Cultural Studies			
WLAN 2325 Issues of Cultural Identity in Francophone Africa and the Caribbean			
<b>Behavioral and Social Sciences (6 hours)</b>			
ECON 2310 Global Environment of Business (also a required course in business)	3	_____	_____
<b>AND</b> select <b>one</b> of the following:	3	_____	_____
GEOG 1305 Principles of Geography			
GEOG 1300 Geography of World Regions			
HONC 1320 Honors Core II			
HONC 2310 Honors Core III			
PSYC 1300 General Psychology			
PSCI 2300 International Relations <b>or</b> PSCI 1330 US Government & Politics			
SOC 1300 Principles of Sociology <b>or</b> SOC 1302 Anthropology			
<b>Natural Sciences (8 hours)</b>			
BIOL 1400 Biology for General Education	4	_____	_____
<b>AND</b> select <b>one</b> of the following:	4	_____	_____
CHEM 1400 Chemistry in Society			
PHYS 1400 Physical Science for General Education			
PHYS 1401 Descriptive Astronomy			
<b>BUSINESS REQUIREMENTS (48 Hours)</b>			
Students must <b>apply</b> to be Business (BBA) Majors. The requirements are a 2.0 average GPA on 24 hours of foundation courses, to include ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330 and a 2.0 cumulative grade point average. Apply in the Dean's Office, BBA 222, after these 24 hours are completed.			
To remain eligible to enroll in the business core or major courses a BBA major must:			
1. Maintain a 2.0 or higher cumulative grade point average in the business foundation courses, and			
2. Maintain a 2.0 or higher cumulative grade point average in the business core courses, and			
3. Maintain a 2.0 or higher cumulative grade point average in his or her major.			
<i>Non-BBA majors are limited to 30 hours of business courses.</i>			
<b>BUSINESS FOUNDATION (30 Hours)</b>			
MATH 1395 Business Calculus	3	_____	_____
MIS 2343 Desktop Support Technologies	3	_____	_____
<b>(prerequisite or co-requisite QMTH 2330 Business Statistics)</b>			
ECON 2320 Principles of Macroeconomics	3	_____	_____
ECON 2321 Principles of Microeconomics	3	_____	_____
QMTH 2330 Business Statistics <b>(prerequisite is MATH 1395 Business Calculus)</b>	3	_____	_____
ACCT 2310 Principles of Accounting I <b>(Prerequisite: Math 1390)</b>	3	_____	_____
ACCT 2311 Principles of Accounting II <b>(Prerequisite: ACCT 2310)</b>	3	_____	_____
ACCT 2321 Legal Environment of Business I	3	_____	_____
ECON 2310 Global Environment of Business <b>(may also count as social science)</b>	3 / 0	_____	_____
MGMT 2301 Business Communication <b>(Prerequisite: sophomore standing)</b>	3	_____	_____
<b>Prerequisite Note:</b> Completion of ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330 is <b>required</b> prior to enrolling in MKTG 3350, FIN 3330, MGMT 3340 and 3344.			
<b>BUSINESS CORE (18 Hours)</b>			
FINA 3330 Managing Finance and Capital <b>(See prerequisite note above)</b>	3	_____	_____
MGMT 3340 Managing People and Work <b>(See prerequisite note above)</b>	3	_____	_____
MKTG 3350 Principles of Marketing <b>(See prerequisite note above)</b>	3	_____	_____
MGMT 3344 Managing Production and Operations <b>(See prerequisite note above)</b>	3	_____	_____
MIS 3321 Managing Systems and Technology	3	_____	_____
<b>NOTE:</b> Admission to the Capstone course MGMT 4347 requires the prerequisites of MGMT 3340, MGMT 3344, MKTG 3350 and FINA 3330.			
MGMT 4347 Managing Policy and Strategy	3	_____	_____
<b>MARKETING MAJOR (24 Hours)</b>			
MKTG 4353--Marketing Research and Data Management	3	_____	_____
MKTG 4354--Consumer Behavior	3	_____	_____
MKTG 4355--Marketing Management	3	_____	_____
(Requires completion of 9 hours of marketing)			
MKTG 4362--Services Marketing	3	_____	_____
MKTG 4370--Fundamentals of Direct Marketing and E-Commerce	3	_____	_____
<b>AND</b> any <b>three</b> upper-division Marketing courses* or MGMT 3305, 3310, 3315, 3342, 3346, 3349, 3352			
_____	3	_____	_____
_____	3	_____	_____
_____	3	_____	_____
*MKTG 3351, 3356, 3360, 3371, 3372, 3373, 3382, 4320, 4360, 4361, 4382, 4390			
<b>ELECTIVES (to total 124 hours)</b>			
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

#### SUMMARY OF GRADUATION REQUIREMENTS

1. A minimum of 124 hours earned from the following areas: General Education - 47 hours; Business Foundation - 27 hours; Business Core - 18 hours; Major - 24 hours; Electives to total 124 hours. 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. Forty hours of upper division credit (3000-4000 level courses) are required for graduation.

Revised 11/07/2007

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If you have any questions or comments concerning the CBA site, please contact [Carla Barber](#).  
This page was last updated on Wednesday, November 07, 2007.