

# BBA-Marketing

IDN: \_\_\_\_\_ Printed Name: \_\_\_\_\_

**Major Code: 0580**

This degree is available in a guaranteed 8-semester plan for qualified freshmen. **See your advisor to declare your major and sign an official degree plan.**

*The prerequisites and corequisites of the degree requirements are subject to change.*

FRESHMAN YEAR- FALL SEMESTER: 16 hours				FRESHMAN YEAR- SPRING SEMESTER: 16 hours			
Hrs	Courses	Notes	Grade	Hrs	Courses	Notes	Grade
3	English composition requirement	1		3	English composition requirement	1	
3	MATH requirement or elective	1 & 3		3	SPCH 1203 Intro to Speech Communication		
3	Fine Arts/Humanities/Social Sciences req.	1		3	MATH requirement or elective	1 & 3	
3	Fine Arts/Humanities/Social Sciences req.	1		3	History/Government requirement	1	
1	MGMT 1201 Planning for Success	3		3	Required Business Computing Competency	6	
3	MGMT 1203 Foundations of Business	2 & 4		1	FIN 1521 Personal Finance Applications	3 & 7	
SOPHOMORE YEAR- FALL SEMESTER: 16 hours				SOPHOMORE YEAR- SPRING SEMESTER: 16 hours			
Hrs	Courses	Notes	Grade	Hrs	Courses	Notes	Grade
3	MATH requirement or elective	1 & 3		3	ACCT 2813 Principles of Managerial Accounting	2 & 4	
3	MGMT 2863 Business Communications	2 & 4		3	ECON 2813 Principles of Microeconomics	2 & 4	
3	ECON 2803 Principles of Macroeconomics	2 & 4		3	LAW 2003 Legal Environment of Business	2 & 4	
3	ACCT 2803 Principles of Financial Accounting	2 & 4		3	MGMT 2203 Introduction to International Business	2 & 4	
4	Lab Science requirement	1		4	Lab Science requirement	1	
JUNIOR YEAR- FALL SEMESTER: 15 hours				JUNIOR YEAR- SPRING SEMESTER: 15 hours			
Hrs	Courses	Notes	Grade	Hrs	Courses	Notes	Grade
3	FIN 3713 Business Finance	2		3	MGMT 3523 Operations Management	2	
3	MGMT 3153 Organizational Behavior	2		3	MGMT 3133 Social Responsibility and Ethics in Business	2	
3	MKTG 3013 Principles of Marketing Management	2		3	MKTG 3123 Consumer Behavior	2	
3	Fine Arts/Humanities/Social Sciences req.	1		3	MKTG 3133 Marketing Research	2	
3	Elective	3		3	Fine Arts/Humanities/Social Sciences req.	1	
SENIOR YEAR- FALL SEMESTER: 14 hours				SENIOR YEAR- SPRING SEMESTER: 12 hours			
Hrs	Courses	Notes	Grade	Hrs	Courses	Notes	Grade
3	MGMT 3913 Decision Support Systems	2		3	MGMT 4813 Strategic Management	2	
3	MKTG elective	2 & 5		3	MKTG elective	2 & 5	
3	MKTG elective	2 & 5		3	MKTG elective	2 & 5	
3	Major requirement	2 & 5		3	Major requirement	2 & 5	
2	Elective	3					

**Total Hours: 120 At least 45 hours must be upper level**

NOTES
1: General Education Core Requirements, see Graduation Requirements section of this catalog. Follow requirements with these stipulations: Social sciences select two courses from two different areas, excluding ECON 2803 and 2813; mathematics – MATH 2403 or higher MATH required, STAT 2503 must also be completed.
2: These courses are used to determine major courses in residency, see Graduation Requirements section of this catalog. A cumulative GPA of 2.25 is required in these courses to meet graduation requirements for the College of Business.
3: Electives, 10 hours: Select courses that will satisfy degree requirements for a baccalaureate program. MATH 1403 or MATH 1404 is eligible to be used as a general elective if needed as a prerequisite for MATH 2403. MGMT 1201 is required for first-time, full-time freshmen. Consult with advisor for other electives.
4: Lower-level Business Core, 24 hours (includes ECON courses). Review College of Business admission requirements for standards of performance.
5: Major requirements, 18 hours upper-level. Select 12 hours of upper-level MKTG electives. Select six other upper-level hours from within the College of Business; at least two business disciplines must be represented (ACCT, COBI, ECON, FIN, LAW, or MGMT).
6: Required Business computing Competency may be fulfilled by successful completion of MGMT 2103 Basic Business Computing or ITA 1003 Computer Applications for the Knowledge Worker or approved substitution.
7: Prior to graduation students must demonstrate competency in financial literacy by satisfactory completion of FIN 1521 Personal Finance Applications (or an approved substitution) with a grade of C or better, or by a score of 70% or more on a challenge exam for FIN 1521.

### Transfer Course Information

The Arkansas Course Transfer System (ACTS) contains information about the transferability of courses within Arkansas public colleges and universities. Students are guaranteed the transfer of applicable credits and the equitable treatment of the application of credits for the admissions and degree requirements. Courses transferability is not guaranteed for courses listed in ACTS as "No Comparable Courses." ACTS-Arkansas Course Transfer System <http://acts.adhe.edu> -select Course Transfer. See Acceptance of Transfer Credits section of the current academic catalog for a complete list of transfer provisions.

### Student Degree Program Requirements

A student's degree program requirements are those specified in the catalog in effect at the time of declaration of program major. If not on the Guaranteed 8-semester degree plan, students may choose to meet the program requirements specified in the catalog for a later year from when they began their program of study. Students must meet the above program requirements and the graduation requirements as indicated by institutional and college policy. The program can be changed only with the approval of the official advisor.

If original courses are eliminated, students may be required to meet new curriculum requirements in the degree program. If students are not enrolled for two or more consecutive terms (excluding summer terms), they must re-enter under the program requirements of the current catalog. Students are responsible for understanding program requirements and changes.

Guaranteed 8-Semester Degree Completion Program Pursuant to Act 1014 of 2005, qualified first-time freshmen with a declared major may elect to participate in the guaranteed 8-semester degree completion program. Students must follow the above degree plan and meet all requirements as outlined in the Guaranteed 8-semester Degree Completion Program contract. The contract and this degree plan must be signed and filed with the advisor before the first day of classes for the student's first term of attendance. The official copy of the contract and degree plan are filed in the Records Office.

Approved by Dr. Georgia Hale, March 1, 2017-Catalog Year 2017-2018. This document is not official until signed and dated by both the student and an authorized university representative.

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Advisor Signature \_\_\_\_\_ Date \_\_\_\_\_