

# Marketing B.S.B.A.

## Marketing B.S.B.A. Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should the Eight-Semester Degree Policy (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/eightsemesterdegreecompletionpolicy/>) for university requirements of the program.

Courses in **BOLD** must be taken in the designated semester. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

| First Year  | Units    |          |
|---|----------|----------|
|   | Fall     | Spring   |
| ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1) <sup>3</sup>                                     | 3        |          |
| <b>MATH 2053 Finite Mathematics (Satisfies General Education Outcome 2.1)</b> <sup>1, 3</sup>   | <b>3</b> |          |
| <b>BUSI 1111 Freshman Business Connection</b> <sup>3</sup>  | <b>1</b> |          |
| <b>SCMT 2103 Integrated Supply Chain Management</b> <sup>2</sup>  | <b>3</b> |          |
| <b>MGMT 2103 Managing People and Organizations</b> <sup>2</sup>   | <b>3</b> |          |
| <b>ISYS 1123 Business Application Knowledge - Computer Competency</b> <sup>3</sup>  | <b>3</b> |          |
| <b>BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)</b> <sup>2</sup>  |          | <b>3</b> |
| <b>COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1)</b> <sup>3</sup>                   |          | <b>3</b> |
| <b>ACCT 2013 Accounting Principles</b> <sup>3</sup>   |          | <b>3</b> |
| <b>BUSI 1033 Data Analysis and Interpretation</b> <sup>3</sup>  |          | <b>3</b> |
| Satisfies General Education Outcome 3.3:  |          |          |
| ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203)<br>or ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) |          | 3        |
| Year Total:   | 16       | 15       |

| Second Year  | Units    |        |
|--|----------|--------|
|  | Fall     | Spring |
| ACCT 2023 Accounting Principles II <sup>3</sup><br>or SEVI 2053 Business Foundations   | 3        |        |
| <b>MKTG 3433 Introduction to Marketing</b> <sup>2</sup>  | <b>3</b> |        |
| Satisfies General Education Outcome 3.3:   |          |        |
| ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) <sup>3</sup><br>or ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) | 3        |        |
| ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)  | 3        |        |

|   |    |          |
|---|----|----------|
| Fine Art/Humanities State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) <sup>5, 6</sup>   | 3  |          |
| Social Sciences - State Minimum Core (Satisfies General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment and Demographic Diversity Requirement) <sup>4</sup> |    | 3        |
| <b>MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)</b> <sup>3</sup>   |    | <b>3</b> |
| 3 hours general education elective  |    | 3        |
| ISYS 2103 Business Information Systems <sup>2</sup><br>or FINN 2043 Principles of Finance   |    | 3        |
| Science State Minimum Core (Satisfies General Education Outcome 3.4)  |    | 4        |
| <b>ALL pre-business requirements should be met by end of term</b>   |    |          |
| Year Total:   | 15 | 16       |

| Third Year  | Units |          |
|---|-------|----------|
|   | Fall  | Spring   |
| ISYS 2103 Business Information Systems (whichever was not taken earlier) <sup>2</sup><br>or FINN 2043 Principles of Finance | 3     |          |
| Science - State Minimum Core (Satisfies General Education Outcome 3.4)  | 4     |          |
| Junior Senior Business Electives  | 6     |          |
| <b>MKTG 3633 Marketing Research</b>   |       | <b>3</b> |
| MKTG Elective   |       | 3        |
| SEVI 3013 Strategic Management (Satisfies General Education Outcome 6.1)  |       | 3        |
| Junior Senior Business Electives  |       | 3        |
| U.S. History or Government State Minimum Core (Satisfies General Education Outcome 4.2)                                     |       | 3        |
| Year Total:   | 13    | 15       |

| Fourth Year   | Units    |          |
|---|----------|----------|
|   | Fall     | Spring   |
| <b>MKTG 3553 Consumer Behavior</b>  | <b>3</b> |          |
| MKTG Electives  | 6        |          |
| General Education Electives   | 6        |          |
| <b>MKTG 4853 Marketing Management</b>   |          | <b>3</b> |
| MKTG Elective   |          | 3        |
| Junior Senior Business Elective   |          | 6        |
| Fine Art/Humanities - State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) <sup>5, 6</sup> |          | 3        |
| Year Total:   | 15       | 15       |

**Total Units in Sequence: 120**

<sup>1</sup> Students have demonstrated successful completion of the learning indicators identified for learning outcome 2.1, by meeting the prerequisites for MATH 2053.

<sup>2</sup> Must be completed prior to SEVI 3013.

<sup>3</sup> Must be completed prior to taking any 3000 or 4000 level business course.

- <sup>4</sup> The Social Sciences Elective courses which satisfy the General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity Requirement include:  
ANTH 1023, HIST 1113, HIST 1123, SOCI 2013, SOCI 2013H, or SOCI 2033.
- <sup>5</sup> The Fine Arts Elective courses which satisfy the General Education Outcome 3.1 include:  
ARCH 1003, ARHS 1003, COMM 1003, DANC 1003, LARC 1003, MLIT 1003, MLIT 1003H, MLIT 1013, MLIT 1013H, MLIT 1333, THTR 1003, THTR 1013, or THTR 1013H.
- <sup>6</sup> The Humanities Elective courses which satisfy the General Education Outcome 3.2 include:  
AAST 2023, ANTH 1033, ARCH 1013, CLST 1003, CLST 1003H, CLST 1013, COMM 1233, DANC 1003, ENGL 1213, GNST 2003, HIST 1113, HIST 1113H, HIST 1123, HIST 1123H, HIST 2003, HIST 2013, HUMN 1124H, HUMN 2213, LALS 2013, MRST 2013, MUSY 2003, MUSY 2003H, PHIL 2003, PHIL 2003C, PHIL 2003H, PHIL 2103, PHIL 2103C, PHIL 2303, THTR 1003, THTR 1013, THTR 1013H, WLIT 1113, WLIT 1123, or intermediate-level world language (usually 2003-level).