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 (https://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	Units Spring
ENGL 10103 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1)[3]	3	
MATH 20503 Finite Mathematics (Satisfies General Education Outcome 2.1)[1, 3]	**3**	
BUSI 11101 Freshman Business Connection[3]	**1**	
SCMT 21003 Integrated Supply Chain Management[2]	**3**	
MGMT 21003 Organizational Behavior[2]	**3**	
ISYS 11203 Business Application Knowledge - Computer Competency[3]	**3**	
BLAW 20003 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)[2]		**3**
SPCH 10003 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1)[3]		**3**
ACCT 20103 Accounting Principles (ACTS Equivalency = ACCT 2003)[3]		**3**
BUSI 10303 [3]		**3**
Satisfies General Education Outcome 3.3:[3]		
ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203) or ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)		3
Year Total:	16	15

Second Year	Units Fall	Units Spring
ACCT 20203 Accounting Principles II (ACTS Equivalency = ACCT 2013)[3] or SEVI 20503 Business Foundations	3	
MKTG 34303 Introduction to Marketing[2]	**3**	
Satisfies General Education Outcome 3.3:		
ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)[3] or ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203)	3	
ENGL 10203 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)[3]	3	
ISYS 20303 Foundations of Business Analytics[3]	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)[4]		3
MATH 22003 Survey of Calculus (ACTS Equivalency = MATH 2203)[3]		**3**
3 hours general education elective		3
ISYS 21003 Business Information Systems[2] or FINN 20403 Principles of Finance		3
Science State Minimum Core (Satisfies General Education Outcome 3.4)		4
ALL pre-business requirements should be met by end of term		
Year Total:	15	16

Third Year	Units Fall	Units Spring
ISYS 21003 Business Information Systems (whichever was not taken earlier)[2] or FINN 20403 Principles of Finance	3	
Science - State Minimum Core (Satisfies General Education Outcome 3.4)	4	
Junior Senior Business Electives	6	
MKTG 36303 Marketing Research		**3**
MKTG Elective		3
SEVI 30103 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	Units Spring
MKTG 35503 Consumer Behavior	**3**	
MKTG Electives	6	
General Education Elective	3	
Fine Arts/Humanities - State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2)[5,6]	3	
MKTG 48503 Marketing Management		**3**
MKTG Elective		3
Junior Senior Business Elective		6
Fine Art/Humanities - State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2)[5, 6]		3
Year Total:	15	15

Total Units in Sequence:	**120**

[1] Students have demonstrated successful completion of the learning indicators identified for learning outcome 2.1, by meeting the prerequisites for MATH 20503.

[2] Must be completed prior to SEVI 30103.

[3] Must be completed prior to taking any 30000 or 40000 level business course.

[4] 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 10203, HIST 11193, HIST 11293, SOCI 10103, SOCI 101H3, or SOCI 20103.

[5] The Fine Arts Elective courses which satisfy the General Education Outcome 3.1 include:
ARCH 10003, ARHS 10003, COMM 10003, DANC 10003, LARC 10003, MUSC 10003, MUSC 100H3, MUSC 10103, MUSC 101H3, MUSC 13303, THTR 10003, THTR 10103, or THTR 101H3.

[6] The Humanities Elective courses that satisfy General Education Outcome 3.2 include:
AAST 20203, ANTH 10303, ARCH 10103, CLST 10003, CLST 100H3, CLST 10103, COMM 12303, DANC 10003, ENGL 12103, GNST 20003, HUMN 112H4, HUMN 22103, LALS 20103, MRST 20103, MUSY 20003, MUSY 200H3, PHIL 20003, PHIL 200H3, PHIL 21003, PHIL 23003, THTR 10003, THTR 10103, THTR 101H3, ENGL 11103, ENGL 11203, or Intermediate-level world language.