



This sheet is for information purposes only! You must declare a BUSINESS MAJOR to receive an OFFICIAL DEGREE PLAN.

| CORE CURRICULUM REQUIREMENTS                             | CREDIT HOURS | PRE-BUSINESS COURSES (Minor)                          | CREDIT HOURS |
|--|--------------|---|--------------|
| <b>WRITTEN LITERACY - 6 HOURS</b>                        |              | <b>PRE-BUSINESS COURSES (Minor)</b>                   |              |
| ___ RHET 1311 Composition I and                          | 3            | ___ MATH 1342 Business Calculus                       | 3            |
| ___ RHET 1312 Composition II                             | 3            | ___ ACCT 2310 Principles of Accounting I              | 3            |
| <b>WORLD HISTORY - 6 HOURS</b>                           |              | ___ ACCT 2330 Principles of Accounting II             | 3            |
| ___ HIST 1311 History of Civilization I and              | 3            | ___ ECON 2310 Business Statistics I                   | 3            |
| ___ HIST 1312 History of Civilization II                 | 3            | ___ ECON 2322 Principles of Microeconomics            | 3            |
| <b>MATH - 3 HOURS</b>                                    |              | ___ ECON 2323 Principles of Macroeconomics            | 3            |
| ___ MATH 1302 College Algebra                            | 3            | ___ MGMT 1310 Fundamentals of Information Technology  | 3            |
| <b>ORAL LITERACY - 3 HOURS</b>                           |              | ___ MKTG 2380 Legal Environment of Business           | 3            |
| ___ SPCH 1300 Speech Communications                      | 3            | <b>TOTAL HOURS</b>                                    | <b>24</b>    |
| <b>U. S. TRADITIONS - 3 HOURS</b>                        | 3            | <b>PROFESSIONAL BUSINESS STUDIES CORE (Minor)</b>     |              |
| ___ HIST 2311 U. S. HISTORY to 1877 or                   |              | ___ MGMT 3380 Business Communication                  | 3            |
| ___ HIST 2312 U. S. HISTORY from 1877 or                 |              | ___ ECON 3355 Quantitative Analysis                   | 3            |
| ___ POLS 1310 American National Government               |              | ___ FINC 3310 Business Finance                        | 3            |
| <b>WORLD HUMANITIES - 3 HOURS</b>                        | 3            | ___ MGMT 3300 Organizational Behavior & Management    | 3            |
| ___ ENGL 2337 World Literature or                        |              | ___ MGMT 3304 Production/Operations Management        | 3            |
| ___ ENGL 2338 World Literature Themes or                 |              | ___ MGMT 3305 Management Information Systems          | 3            |
| ___ PHIL 2320 Ethics and Society                         |              | ___ MGMT 4380 Business Strategy and Policy            | 3            |
| <b>ARTS - 6 HOURS</b>                                    | 6            | ___ MKTG 3350 Principles of Marketing                 | 3            |
| ___ ARHA 2305 Introduction to Visual Arts and            |              | <b>TOTAL HOURS</b>                                    | <b>24</b>    |
| ___ MUHL 2305 Introduction to Music and                  |              | <b>MAJOR REQUIREMENTS</b>                             |              |
| ___ THEA 2305 Introduction Theatre and Dance             |              | ___ ADVT 3300 Advertising: an IMC Approach            | 3            |
| <b>LAB SCIENCE - 8 HOURS</b>                             | 8            | ___ MKTG 3300/PFSL 3300 Business Professionalism      | 3            |
| ___ ASTR 1301/1101 Introduction to Astronomy or          |              | ___ MKTG 3353/PFSL 3351 Principles of Selling         | 3            |
| ___ BIOL 1400 Evolution & Environmental Biology or       |              | ___ MKTG 3385 Consumer Behavior                       | 3            |
| ___ BIOL 1401 Science of Biology or                      |              | ___ MKTG 4310 Marketing Research                      | 3            |
| ___ CHEM 1409 Chemistry and Society or                   |              | ___ MKTG 4385 Marketing Management                    | 3            |
| ___ ERSC 1302/1102 Physical Geology or                   |              | <b>TOTAL HOURS</b>                                    | <b>18</b>    |
| ___ ERSC 1303/1103 Historical Geology or                 |              | <i>Select one of the following program sequences:</i> |              |
| ___ ANTH 1415 Physical Anthropology                      |              | <b>MARKETING</b>                                      |              |
| <b>INDIVIDUALS, CULTURES &amp; SOCIETIES - 6 HOURS</b>   | 6            | ___ MKTG 4370 Business-to-Business Marketing          | 3            |
| ___ PSYC 2300 Psychology & the Human Experience and      |              | ___ MKTG 4341 Product & Service Strategy              | 3            |
| ___ SOCI 2300 Introduction to Sociology                  |              | ___ MKTG Elective (Six hours of electives may be      | 3            |
| *Both of these classes are REQUIRED for Marketing majors |              | ___ MKTG Elective upper-level advertising)            | 3            |
| <b>TOTAL HOURS</b>                                       | <b>44</b>    | <b>ADVERTISING/PUBLIC RELATIONS</b>                   |              |
|  |              | ___ ADVT 3310 Advertising Campaign I                  | 3            |
|  |              | ___ ADVT 3340 Public Relations                        | 3            |
|  |              | ___ ADVT 4320 Advertising Campaign II                 | 3            |
|  |              | ___ ADVT Elective (Three hours of approved electives) | 3            |
|  |              | <b>PROFESSIONAL SELLING</b>                           |              |
|  |              | ___ MKTG 4350 Sales Management                        | 3            |
|  |              | ___ MKTG 4355 Advanced Professional Selling           | 3            |
|  |              | ___ MKTG 3361 Distribution or MKTG 4370 B2B           | 3            |
|  |              | ___ MKTG Elective (Three hours of sales electives)    | 3            |
|  |              | <b>ELECTIVES</b>                                      |              |
|  |              | ___ Unrestricted Electives                            | 2            |
|  |              | <b>TOTAL HOURS</b>                                    | <b>2</b>     |
|  |              | <b>TOTAL HOURS REQUIRED FOR DEGREE=</b>               | <b>124</b>   |

All majors in the department are required to achieve a grade of C or greater in all courses required in their major.

**\*\*\*Please check current catalog for prerequisite courses\*\*\***  
**\*If taken as a part of Core Curriculum Requirements under Individuals, Cultures and Societies, these six hours will be added to unrestricted electives.**

**Admission to the College of Business Administration:**  
**A)** Have completed MATH 1302-College Algebra, RHET 1312-Composition II with a grade of "C" or better **and**  
**B)** Have a minimum of 2.25 overall GPA (at UALR or at Transferring school) **or**  
**C)** Have a minimum of 2.25 GPA on a most recently completed 15 hours at UALR (this GPA will be calculated on all hours attempted during the semester(s) in which the 15-hour requirement is met).  
**GRADUATION REQUIREMENTS:1)** A minimum overall GPA of 2.0 and **2)** A minimum 2.0 GPA in Pre-Business Courses, Professional Business Studies Core, and in the Major.