



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
WRITTEN LITERACY - 6 HOURS		PRE-BUSINESS COURSES (Minor)	
___ RHET 1311 Composition I and	3	___ MATH 1342 Business Calculus	3
___ RHET 1312 Composition II	3	___ ACCT 2310 Principles of Accounting I	3
WORLD HISTORY - 6 HOURS		___ 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
MATH - 3 HOURS		___ ECON 2323 Principles of Macroeconomics	3
___ MATH 1302 College Algebra	3	___ MGMT 1310 Fundamentals of Information Technology	3
ORAL LITERACY - 3 HOURS		___ MKTG 2380 Legal Environment of Business	3
___ SPCH 1300 Speech Communications	3	TOTAL HOURS	24
U. S. TRADITIONS - 3 HOURS	3	PROFESSIONAL BUSINESS STUDIES CORE (Minor)	
___ 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
WORLD HUMANITIES - 3 HOURS	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
ARTS - 6 HOURS	6	___ MKTG 3350 Principles of Marketing	3
___ ARHA 2305 Introduction to Visual Arts and		TOTAL HOURS	24
___ MUHL 2305 Introduction to Music and		MAJOR REQUIREMENTS	
___ THEA 2305 Introduction Theatre and Dance		___ ADVT 3300 Advertising: an IMC Approach	3
LAB SCIENCE - 8 HOURS	8	___ MKTG 3353/PFSL 3351 Principles of Selling	3
___ ASTR 1301/1101 Introduction to Astronomy or		___ MKTG 3385 Consumer Behavior	3
___ BIOL 1400 Evolution & Environmental Biology or		___ MKTG 4310 Marketing Research	3
___ BIOL 1401 Science of Biology or		___ MKTG 4385 Marketing Management	3
___ CHEM 1409 Chemistry and Society or		TOTAL HOURS	15
___ ERSC 1302/1102 Physical Geology or			
___ ERSC 1303/1103 Historical Geology or			
___ ANTH 1415 Physical Anthropology			
INDIVIDUALS, CULTURES & SOCIETIES - 6 HOURS	6		
___ PSYC 2300 Psychology & the Human Experience and			
___ SOCI 2300 Introduction to Sociology			
*Both of these classes are REQUIRED for Marketing majors			
TOTAL HOURS	44		

Select one of the following program sequences:

MARKETING

___ MKTG 4370 Business-to-Business Marketing	3
___ MKTG 4341 Product & Service Strategy	3
___ MKTG Elective (Six hours of electives may be upper-level advertising)	3
___ MKTG Elective	3

ADVERTISING/PUBLIC RELATIONS

___ 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

PROFESSIONAL SELLING

___ 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

ELECTIVES

___ Unrestricted Electives	1
TOTAL HOURS	1

TOTAL HOURS REQUIRED FOR DEGREE= 120

*****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.