



UNIVERSITY CORE CURRICULUM REQUIREMENTS	CREDIT HOURS	BUSINESS CORE CURRICULUM REQUIREMENTS (Minor)	CREDIT HOURS
FRESHMAN EXPERIENCE COURSE - 0-1 HOURS	0-1	PRE-BUSINESS COURSES	
<input type="checkbox"/> BSAD 1100, Business Perspectives		<input type="checkbox"/> ACCT 2310, Principles of Accounting I	3
COMMUNICATION - WRITTEN - 6 HOURS	6	<input type="checkbox"/> ACCT 2330, Principles of Accounting II	3
<input type="checkbox"/> RHET 1311, Composition I <i>and</i>		<input type="checkbox"/> ECON 2310, Business Statistics I	3
<input type="checkbox"/> RHET 1312, Composition II <i>or</i>		<input type="checkbox"/> ECON 2322, Principles of Microeconomics	3
<input type="checkbox"/> RHET 1320, Honors Composition		<input type="checkbox"/> ECON 2323, Principles of Macroeconomics	3
FINE ARTS - 3 HOURS	3	<input type="checkbox"/> MATH 1342, Business Calculus	3
<input type="checkbox"/> ARHA 2305, Introduction to Visual Arts		<input type="checkbox"/> MKTG 2380, Legal Environment of Business	3
<input type="checkbox"/> MUHL 2305, Introduction to Music		TOTAL HOURS OF PRE-BUSINESS COURSES	21
<input type="checkbox"/> THEA 2305, Introduction to Theatre and Dance		PROFESSIONAL BUSINESS COURSES	
<input type="checkbox"/> MCOM 2306, Introduction to Motion Pictures		<input type="checkbox"/> Career Catalyst (BSAD 2010, BSAD 4010)	0
SOCIAL SCIENCES - 3 HOURS	3	<input type="checkbox"/> BSAD 3100, Business Professionalism	1
<input type="checkbox"/> PSYC 2300, Psychology & the Human Experience		<input type="checkbox"/> BINS 3305, Information Systems for Dec. Making	3
<i>Recommended for College of Business majors. See catalog for alternative courses.</i>		<input type="checkbox"/> BINS 3352, Data Analysis and Visualization	3
U.S. HISTORY/GOVERNMENT - 3 HOURS	3	<input type="checkbox"/> BINS 3380, Business Communication	3
<input type="checkbox"/> HIST 2311, U.S. History to 1877		<input type="checkbox"/> ECON 3355, Quantitative Business Analysis	3
<input type="checkbox"/> HIST 2312, U.S. History from 1877		<input type="checkbox"/> FINC 3310, Business Finance	3
<input type="checkbox"/> POLS 1310, American National Government		<input type="checkbox"/> MGMT 3300, Principles of Management	3
HISTORY OF CIVILIZATION - 3 HOURS	3	<input type="checkbox"/> MGMT 3304, Operations Management	3
<input type="checkbox"/> HIST 1311, History of Civilization I <i>or</i>		<input type="checkbox"/> MGMT 4380, Business Strategy (Capstone Course)	3
<input type="checkbox"/> HIST 1312, History of Civilization II		<input type="checkbox"/> MKTG 3350, Principles of Marketing	3
HUMANITIES - 3 HOURS	3	TOTAL HOURS OF PROFESSIONAL BUSINESS COURSES	28
<input type="checkbox"/> ENGL 2337, World Literature		MARKETING MAJOR REQUIREMENTS	
<input type="checkbox"/> ENGL 2339, Mythology		<input type="checkbox"/> ADVT 3300, Advertising: An IMC Approach	3
<input type="checkbox"/> PHIL 2320, Ethics and Society		<input type="checkbox"/> MKTG 3353, Professional Selling	3
MATHEMATICS - 3 HOURS	3	<input type="checkbox"/> MKTG 3385, Consumer Analysis and Behavior	3
<input type="checkbox"/> MATH 1302, College Algebra <i>or any approved course in the core for which MATH 1302 is a prerequisite.</i>		<input type="checkbox"/> MKTG 4310, Marketing Research	3
SCIENCE - 8 HOURS	8	<input type="checkbox"/> MKTG 4385, Marketing Management (Capstone Course)	3
<input type="checkbox"/> 1 science lecture and 1 science lab		Choose 2 courses (6 hours) from the list of Marketing electives	6
<input type="checkbox"/> 1 science lecture and 1 science lab		on the reverse side of this checklist.	
<i>See course catalog for course listings.</i>		Digital Marketing Emphasis: Refer to the list of requirements	9
COMMUNICATIONS - ORAL - 3 HOURS	3	on the reverse side of this checklist.	
<input type="checkbox"/> ACOM 1300, Intro to Communication		TOTAL HOURS OF MARKETING MAJOR COURSES	30
TOTAL HOURS OF THE UNIVERSITY CORE	35	TOTAL HOURS OF UNRESTRICTED ELECTIVES	5-6
		TOTAL HOURS REQUIRED FOR DEGREE	120

➔ *Continued information from the front side of the degree checklist.*

Choose 2 courses (6 hours) from the following list of Marketing electives:

- ADVT 3310, Advertising IMC Development
- ADVT 3340, Public Relations
- MGMT 4366, New Venture Launch
- MKTG 3352, Seminar in Current Topics
- MKTG 4320, International Marketing
- MKTG 4341, Brand and Marketing Consulting
- MKTG 4351, Sales Management
- MKTG 4355, Advanced Professional Selling
- MKTG 4377, Business-to-Business Marketing

Digital Marketing Emphasis (9 hours):

- BINS 4352, Big Data Analytics Tools
- MKTG 4315, Social Media Marketing Strategy
- MKTG 4316, Digital Marketing

NOTES

ADMISSION AND GRADUATION REQUIREMENTS

In order to be admitted to the College of Business, students must:

- Have a minimum of 2.25 overall GPA (at UALR and/or at transferring school) *or*
- Have a minimum of 2.25 on the most recently completed 15 hours at UALR. The GPA on the most recent 15 hours will be calculated on all hours attempted during the semester(s) in which the 15 hours requirement is met.

*Without being officially admitted to the College of Business, students may take business courses as long as all prerequisites for these courses have been met. However, students may **not** take the capstone course, MGMT 4380 (Business Strategy), until officially admitted into the College.*

GRADUATION REQUIREMENTS: 2.0 GPA in the major, minor, & overall. Grade of C or greater is required in each major course.