

Degree Name		Marketing						
		University of Arkansas at Pine Bluff						
		Degree Plan						
Name		Date of Entry to UAPB						
Telephone		Student ID#						
Mailing Address		City		State:		ZIP:		
				ZIP				
		COURSE	HRS	TERM PASSED	GRADE	Note		
General Education								
Institutional Requirements (3 hours)		BAS 1210 Personal and Social Development	2					
		BAS 1120 Career and Life Planning	1					
Mathematics & Natural Sciences (17 hours)		MATH 1330 + College Algebra	3					
		BIOL 1350 + & 1150 Biological Science	4					
		CHEM 1310+ & 1111 Principles of Chemistry	4					
		ECON 3311 Business Statistics	3					
		ECON 3312 Statistics for Decision Making	3					
Humanities (6 hours)		Select 2 courses from the following:	6					
		ART 2340 Art Appreciation						
		MUSI 2330 Music Appreciation						
		HUMN 2301 Humanities						
		HUMN 2340 Effective Thinking / Logic						
		THTR 2324 Theatre Appreciation						
Social Sciences **Minimum Grade of "C" Grade for ECON 2311 and 2321 (9 hours)		ECON 2311 Principles of Macroeconomics	3					
		ECON 2321 Principles of Microeconomics	3					
		Select 1 course from the following:	3					
		HIST 3300 Arkansas History						
		HIST 2315 U.S. History to 1877						
		HIST 2318 U.S. History Since 1877						
		PSCI 2312 American Government						
Health and Physical Education (4 hours)		Select 1 course from the following:	3					
		HUSC 1311 Nutrition and Wellness						
		HLPE 1310 Personal Health & Safety						
		Select 1 course from the following:	1					
		HLPE 1110 through HLPE 1125 Physical Education						
Communication (12 hours)		ENGL 1311 English Composition I	3					
		ENGL 1321 English Composition II	3					
		SPCH 2390 Oral Communication	3					
		Select 1 course from the following:	3					
		ENGL 2300 Introduction to Literature						
		ENGL 2360 World Literature I						
		ENGL 2361 World Literature II						
Free Non-Business Electives (7 hours)			7					
Accounting (6 hours)		ACCT 2312 Principles of Financial Accounting	3					
		ACCT 2324 Principles of Managerial Accounting	3					
Law(3 hours)		BADM 3314 Business Law I	3					
Finance (6 hours)		FINA 2321 Business Math	3					
		FINA 3310 Principles of Finance	3					
Management (8 hours)		MGMT 2200 Business Ethics	2					
		MGMT 3300 Principles of Management	3					
		MGMT 4350 Business Strategies & Policies	3					
Marketing (3 hours)		MKTG 3300 Principles of Marketing	3					
MIS & Business Education (9 hours)		MIS 1312 Microcomputer Applications	3					
		MIS 3350 Management Information Systems	3					
		BUED 3301 Business Communication	3					
Courses in the Discipline of Specialization (18 hours)		MKTG 3310 Consumer Analysis Behavior	3					
		MKTG 3321 Advertising	3					
		MKTG 3350 Marketing Management	3					
		MKTG 4330 Marketing Research	3					
		MKTG 4345 International Marketing	3					
		MKTG ---- Elective	3					
Free Business Electives (9 hours)			9					
		Minimum Required for Graduation	120					
		Exit University College						
		Completed Rising Junior Exam On:						
		Passed Praxis I on						
		Passed Praxis II on						
		Passed English Proficiency Exam On:						
		Passed Senior Comprehensive Exam On:						
Chair's Signature								
Advisor Signature				Date				
Student Signature				Date				
				Date				
Revised 02/25/2022								