

Name:	Date:	Hours:	Expected Graduation:
Workday ID:	Legacy ID:	Multicultural:	GPA:
Major:	Minor:	2nd Major:	

## Learning Outcomes for General Education Requirements (not required for new transfer students):

1.1	1.2	2.1	3.1
3.2	3.3	3.4	4.1
4.2	5.1	6.1	New Transfer Student - Learning Outcomes Not Required

Pre-Business Core (37 hours)	Hours	Grade	Notes and Substitutions
Courses in italics also fulfill state minimum core requirements.			
<i>ENGL 10103 Composition I</i>			
<i>ENGL 10203 Composition II or ENGL 10303 Technical Composition II</i>			
<i>MATH 20503 Finite Mathematics</i>			
<i>ECON 21003 Principles of Macroeconomics</i>			
<i>ECON 22003 Principles of Microeconomics</i>			
MATH 22003 Survey of Calculus			
SPCH 10003 Public Speaking			
ISYS 11203 Business Application Knowledge			
BUSI 11101 Freshman Business Connection			
BUSI 10303 Data Analysis and Interpretation			
ISYS 20303 Foundations to Business Analytics			
ACCT 20103 Accounting I			
ACCT 20203 Accounting II* or SEVI 20503 Business Foundations			

Pre-business requirement: These 37 hours must be completed with a GPA of 2.5 (including transfer), an overall GPA of 2.5 (including transfer), and a grade of "C" or better in each course before a student is allowed to take upper-level business courses. The pre-business GPA is not used to meet any UA requirements.

**\*Students pursuing a major or minor in accounting or finance must complete ACCT 20203. Accounting majors/minors must get B or better in ACCT 20203.**

At least 50% of business and economics must be taken in residence at University of Arkansas. For graduation, students must earn a 2.00 cumulative GPA in each of the following areas: all work completed at University of Arkansas, courses specifically designed for the major, and all required business core and economics courses.

Business Core (21 hours)	Hours	Grade	Notes and Substitutions
SEVI 30103 requires a "C" or better in all other business core courses.			
BLAW 20003 The Legal Environment of Business			
ISYS 21003 Business Information Systems			
SCMT 21003 Integrated Supply Chain Management			
MGMT 21003 Managing People and Organizations			
FINN 20403 Principles of Finance			
MKTG 34303 Introduction to Marketing			
SEVI 30103 Strategic Management			

State Minimum Core (20 hours)	Hours	Grade	Notes and Substitutions
<i>Science Lecture</i>			
<i>Matching Science Lab</i>			
<i>Science Lecture</i>			
<i>Matching Science Lab</i>			
<i>Social Science</i>			
<i>Fine Arts</i>			
<i>Humanities</i>			
<i>U.S. History or Government</i>			

General Electives (6 hours)	Hours	Grade	Notes and Substitutions
Max 6 hours of business courses and 3 hours of PEAC or DANC courses			
General Education Elective			
General Education Elective			
General Education Elective			
General Education Elective			

Name:	ID:
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<b>Junior/Senior Business Electives (15 hours)</b>			
Maximum of 27 hours of MKTG courses (major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor.			
<b>Classes</b>	<b>Hours</b>	<b>Grades</b>	<b>Notes and Substitutions</b>
A junior/senior business elective is any 30000 or 40000 level business course (ACCT, BLAW, BUSI, ECON, FINN, ISYS, MGMT, MKTG, SCMT, SEVI) except ECON 30503, ECON 30603, and MGMT 35603.			

<b>Marketing Major (21 hours)</b>	<b>Hours</b>	<b>Grades</b>	<b>Notes and Substitutions</b>
Students may not use more than six hours of major courses toward minor requirements.			
MKTG 35503 Consumer Behavior			
MKTG 36303 Marketing Research			
MKTG 48503 Marketing Management			
<b>Select four courses from the following options:</b>			
MKTG 36503 Category Management Topics			
MKTG 38303 Digital Marketing			
MKTG 41003 Marketing Topics*			
MKTG 42303 Integrated Marketing Communications			
MKTG 43403 Selling and Sales Mgmt.			
MKTG 43503 Advanced Professional Selling			
MKTG 44303 Retail Strategy			
MKTG 44403 Retail Buying & Merchandise			
MKTG 44503 New Product Development (Fall)			
MKTG 45103 Nonprofit Marketing			
MKTG 46303 Global Marketing			
MKTG 47303 Social Media and Marketing			
MKTG 49303 Search Marketing			
MKTG 30000/40000			

\*MKTG 41003 can be taken for up to 6 hours in the major but the topics must be different.