



# A.A. Degree to B.B.A. Degree Marketing



First Semester	Course Description	SouthArk #	SAU Course #	Grade & Date
	Composition I	ENGL 1113	ENGL 1113	3
	Civilization to 1700 or Civilization since 1700	HIST 1003/1013	HIST 1003/1013	3
	College Algebra	MATH 1023	MATH 1023	3
	SouthArk Success	SAS 0103		{3}
	Principles of Speech	SPCH 1113	SPCH 1113	3
	Physical Education	PE 1001	PHED 1501	1

**13 hours**

Second Semester	Course Description	SouthArk #	SAU Course #	Grade & Date
	Composition II	ENGL 1123	ENGL 1123	3
	U.S. History to 1876 or U.S. History since 1876	HIST 2013/2023	HIST 2013/2023	3
	The American Enterprise System	BUS 1003	ECON 1003	3
	Microcomputers: Business Applications	CSCI 2143	MIS 2053	3
	Chemistry I for Science Majors or Physical Science/Lab	CHEM 1024 / L or PHYS 2024	CHEM 1023/1021 or PHSC 2023/2021	4
	Physical Education	PE 1001	PHED 1__1	1

**17 hours**

Third Semester	Course Description	SouthArk #	SAU Course #	Grade & Date
	Principles of Accounting I	ACCT 2003	ACCT 2003	3
	Macroeconomics Principles	ECON 2003	ECON 2203	3
	Literature I or Literature II	ENGL 2213/ 2223	ENGL 2213/ 2223	3
	General Psychology	PSYC 2003	PSYC 2003	3
	Fundamentals of Biology / Lab	BIOL 1004 / L	BSCI 1013/1011	4

**16 hours**

Fourth Semester	Course Description	SouthArk #	SAU Course #	Grade & Date
	Principles of Accounting II	ACCT 2103	ACCT 2103	3
	Microeconomics Principles	ECON 2103	ECON 2103	3
	Introduction to Philosophy	PHIL 2003	PHIL 2403	3
	Fine Arts/Humanities			3
	Quantitative Analysis	BUS 2013	GBUS 2013	3
	Social Science Elective			3

**18 hours**

**Total : 64 Hours - Earned Associates of Arts Degree**

*SAS 0103 will waive seminar requirements but will not count as degree hours.*

**SUBSTITUTIONS TO THE ABOVE DEGREE PLAN MUST BE APPROVED BY YOUR SOUTHARK AND SOUTHERN ARKANSAS UNIVERSITY ADVISORS.**

## SAU CURRICULUM PLAN – B.B.A. MARKETING

Fifth Semester	Course Description	SAU Course #	Grade & Date
	Principles of Marketing	MKTG 3033	3
	Quantitative Analysis II	GBUS 3183	3
	Organizational Theory and Behavior	MGMT 3023	3
	Managerial Communications	MGMT 3063	3
	Legal Environment of Business	GBUS 2003	3

**15 hours**

Sixth Semester	Course Description	SAU Course #	Grade & Date
	Marketing Elective (3103, 4053, 3983, or 4073)	MKTG	3
	Marketing Elective (3103, 4053, 3983, or 4073)	MKTG	3
	Production and Operations Management	MGMT 4063	3
	Financial Management	FIN 3003	3
	Elective		3

**15 hours**

Seventh Semester	Course Description	SAU Course #	Grade & Date
	Consumer Behavior	MKTG 3063	3
	Marketing Research	MKTG 4023	3
	Marketing Elective (4043 or 3983)	MKTG	3
	International Business	MGMT 4043	3
	Marketing Elective	MKTG	3

**15 hours**

Eighth Semester	Course Description	SAU Course #	Grade & Date
	Managing Information and Technology	MIS 4103	3
	Management Strategy and Policy	MGMT 4093	3
	Marketing / Management	MKTG 4103	3
	Marketing Elective	MKTG	3
	Elective		3

**15 hours**

**Total : 60 Hours**

**SUBSTITUTIONS TO THE ABOVE DEGREE PLAN MUST BE APPROVED BY YOUR SOUTHERN ARKANSAS UNIVERSITY ADVISOR.**

Total hours required for major – 124 hours

Marketing Electives

Offered each fall

Select

total of 9 hours from Group A choices

Select

total of 6 hours from Group B choices

Group A

[MKTG 3983](#) Business Internship Marketing

[MKTG 4043](#) Retailing

Group B

[MGMT 3073](#) Advanced Managerial Communications

[MGMT 4023](#) Small Business Management

[MIS 3003](#) Website Development for Business and  
Commerce

Offered each spring

Select

total of 9 hours from Group A choices

Select

total of 6 hours from Group B choices

Group A

[MKTG 3103](#) Selling

[MKTG 3983](#) Business Internship Marketing

[MKTG 4053](#) Integrated Marketing  
Communications

[MKTG 4073](#) Supply Chain Management

Group B

[ECON 4023](#) Free Enterprise Studies and  
Projects

[MGMT 3073](#) Advanced Managerial  
Communications