

## UA BA in Communication & AUPP BS in Business Administration

Study Plan for Dual Degree  
UA Admission Term: Spring 2026 and Beyond

### Year One

Semester One		Units
AUPP	<b>SMNR 101: First Year Experience (Non-Transferrable)</b>	0
	<b>ENGL 101: English Composition I</b>	3
	<b>COMM 103: Oral Communications</b>	3
	<b>PHIL 110: Critical Thinking</b>	3
<b>Total Units</b>		10

Year One - Summer Semester		Units
AUPP	<b>ENGL 102: English Composition II</b>	3
	<b>ITEC 101: Intro to Information Technology</b>	3
<b>Total Units</b>		6

Semester Two		Units
AUPP	<b>HIST 131: World History 1500 C.E. to the Present</b>	3
	<b>MATH 177: Elementary Statistics</b>	3
	<b>ENVS 131: Environmental Science</b>	3
	<b>COMM 102: Introduction to Communication</b>	3
<b>Total Units</b>		12

### Year Two

Semester Three		Units
AUPP	<b>ACCT 201: Financial Accounting</b>	3
	<b>BUSN 300: Legal Environment for Business</b>	3
	<b>MKTG 301: Principles of Marketing</b>	3
	AUPP Elective	3
<b>Total Units</b>		12

Year Two - Summer Semester		Units
AUPP	<b>IR 207: Research Method and Design</b>	3
	<b>FINC 301: Introduction to Finance</b>	3
	<b>HUMN 101: Introduction to the Humanities</b>	3
<b>Total Units</b>		9

Semester Four		Units
AUPP	<b>ECON 200: Economics</b>	3
	<b>MATH 200: Business Calculus</b>	3
	<b>BUSN 200: Intro to Business Communication</b>	3
	<b>ACCT 202: Managerial Accounting</b>	3
U of A	<b>PR 201: Introduction to Public Relations</b>	3
	<b>HED 102A: Succeeding as a Global Wildcat</b>	.5
<b>Total Units</b>		15.5

### Year Three

Semester Five		Units
AUPP	<b>BUSN 479: Practical Entrepreneur</b>	3
	<b>MGMT 320: Operations Management</b>	3
	<b>PR 320: Persuasion</b>	3
	AUPP Elective	3
U of A	<b>PR 204: Strategic Public Relations</b>	3
	<b>COMM 300: Communication Theory</b>	3
	<b>HED 102B: Succeeding as a Global Wildcat</b>	.5
<b>Total Units</b>		18.5

Year Three - Summer Semester		Units
AUPP	<b>HUMN 110: Arts and Culture</b>	3
<b>Total Units</b>		3

Semester Six		Units
AUPP	<b>ICT 209: Fundamentals of AI</b>	3
	<b>MGMT 301: Principles of Management</b>	3
	<b>BUSN 360: Economic Strategy for Business Decisions</b>	3
U of A	<b>COMM 408: Communication and Social Media</b>	3
	<b>PR 317: Strategic Writing for Public Relations</b>	3
<b>Total Units</b>		15

### Year Four

Semester Seven		Units
AUPP	<b>BUSN 478: Introduction to Entrepreneurship</b>	3
U of A	<b>COMM 309: Introduction to Mass Media Effects</b>	3
	<b>COMM 411: Communication and Conflict Management</b>	3
	<b>PR 423: Crisis Communication and Public Relations</b>	3
<b>Total Units</b>		12

Year Four - Summer Semester		Units
AUPP	<b>INTS 400: Internship (Non-Transferrable)</b>	0
	<b>Total Units</b>	3

Semester Eight		Units
AUPP	<b>MGMT 460: Strategic Management</b>	3
	<b>BUSN 440: Human Resource Management</b>	3
U of A	<b>PR 205: Public Relations Ethics</b>	3
	<b>PR 421: Public Relations Campaigns (Thematic Minor)</b>	3
	<b>Total Units</b>	12