



Transfer Agreement Checklist
Associate of Science in Business
BBA Marketing – Advertising IMC



Arkansas State University - Beebe
Associate of Science in Business ^{1,2,3}

2018-2019

| English / Communications (9 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
|--|------|--|-----------------------|-----------------|--------------|--------------|
| ENGL | 1003 | Freshman English I | RHET 1311 | | 3 | |
| ENGL | 1013 | Freshman English II | RHET 1312 | | 3 | |
| SPCH | 1203 | Oral Communications | ACOM 1300 | | 3 | |
| Mathematics (3 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
| MATH | 1023 | College Algebra | MATH 1302 | | 3 | |
| Lab Sciences (8 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
| | | One Life Science (See the list in the ASU-Beebe catalog) | | | 4 | |
| | | One Physical Science (See the list in the ASU-Beebe catalog) | | | 4 | |
| Fine Arts and Humanities (6 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
| ART | 2503 | Fine Arts – Visual or | ARHA 2305 | | 3 | |
| MUS | 2503 | Fine Arts – Musical or | MUHL 2305 | | | |
| THEA | 2503 | Fine Arts – Theatre | DRTH 2305 | | | |
| ENG | 2003 | World Literature I or | ENGL 2337 | | 3 | |
| ENG | 2013 | World Literature II | ENGL 2338 | | | |
| Social Science (9 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
| HIST | 2763 | The United States to 1876 or | HIST 2311 | | 3 | |
| HIST | 2773 | The United States since 1876 or | HIST 2312 | | | |
| POSC | 2103 | Introduction to US Government | POLS 1310 | | | |
| HIST | 1013 | World Civilization to 1660 or | HIST 1311 | | 3 | |
| HIST | 1023 | World Civilization since 1660 | HIST 1312 | | | |
| SOCI | 2213 | Principles of Sociology | SOCI 2300 | | 3 | |
| Business Core (27 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
| ACCT | 2003 | Principles of Accounting I | ACCT 2310 | | 3 | |
| ACCT | 2013 | Principles of Accounting II | ACCT 2330 | | 3 | |
| BSYS | 2563 | Business Communications or | MGMT 2320 | | 3 | |
| BUS | 1013 | Introduction to Business ⁷ | MGMT 1300 | | | |
| BUS | 2113 | Business Statistics | ECON 2310 | | 3 | |
| CIS | 1503 | Microcomputer Applications I ⁸ | MGMT 1310 | | 3 | |
| ECON | 2313 | Principles of Microeconomics | ECON 2322 | | 3 | |
| ECON | 2323 | Principles of Macroeconomics | ECON 2323 | | 3 | |
| LAW | 2023 | The Legal Environment of Business | MKTG 2380 | | 3 | |
| MATH | 2143 | Calculus with Business Applications | MATH 1342 | | 3 | |

UA-PTC Total Hours: 62



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2018-2019 **University of Arkansas at Little Rock**
Bachelor of Business Administration – Advertising IMC⁴

| Professional Business Courses (28 credit hours) | | | Semester | Hours | Grade |
|--|-----------|-------------------------------------|-----------------|--------------|--------------|
| BSAD | 2010/4010 | Career Catalyst ⁶ | | 0 | |
| BSAD | 3100 | Business Professionalism | | 1 | |
| BINS | 3305 | Management Information Systems | | 3 | |
| BINS | 3352 | Data Analysis and Visualization | | 3 | |
| BINS | 3380 | Business Communication | | 3 | |
| ECON | 3355 | Quantitative Business Analysis | | 3 | |
| FINC | 3310 | Business Finance | | 3 | |
| MGMT | 3300 | Principles of Management | | 3 | |
| MGMT | 3304 | Operations Management | | 3 | |
| MGMT | 4380 | Business Strategy (Capstone Course) | | 3 | |
| MKTG | 3350 | Principles of Marketing | | 3 | |

| Marketing Major Requirements (15 credit hours) | | | Semester | Hours | Grade |
|---|------|--|-----------------|--------------|--------------|
| ADVT | 3300 | Advertising: An IMC Approach | | 3 | |
| MKTG | 3353 | Professional Selling | | 3 | |
| MKTG | 3385 | Consumer Analysis and Behavior | | 3 | |
| MKTG | 4310 | Marketing Research | | 3 | |
| MKTG | 4385 | Marketing Management (Capstone Course) | | 3 | |

| Marketing Electives (3 credit hours) | | | Semester | Hours | Grade |
|---|------|--|-----------------|--------------|--------------|
| ARST | 2318 | Computer Applications in Art or | | | |
| ENGL | 2336 | Introduction to Creative Writing or | | | |
| RHET | 4305 | Document Design or | | | |
| RHET | 4371 | Writing on the Web or | | | |
| MGMT | 4365 | Business Consulting or | | 3 | |
| IBUS | 4316 | Field Study in International Business or | | | |
| SPCH | 3300 | Interpersonal Communication or | | | |
| SPCH | 3320 | Advanced Public Speaking | | | |

| Advertising/IMC Emphasis (12 credit hours) | | | Semester | Hours | Grade |
|---|------|---------------------------------|-----------------|--------------|--------------|
| ADVT | 3310 | Advertising: IMC Development | | 3 | |
| ADVT | 3340 | Public Relations | | 3 | |
| ADVT | 4320 | Advertising: IMC Implementation | | 3 | |
| MKTG ADVT | | Upper Level Elective | | 3 | |

UA Little Rock Total Hours: 58

Total Hours: 120⁵

¹ See your advisor at University of Arkansas Pulaski Technical College for degree and graduation information.

² UA Little Rock transfer course designations are either guaranteed by ACTS (acts.adhe.edu) or have been approved as a substitution by UA Little Rock. Unless otherwise noted, courses for which no UA Little Rock equivalent course is listed would transfer in as elective credit.

³ Students completing the Associate of Science in Business degree requirements, as shown above, with minimum 2.25 cumulative GPA and a grade of C or greater in Composition II and College Algebra, will have satisfied the UA Little Rock Lower Level Core requirements and will be admitted to the College of Business and the Bachelor of Business Administration degree program as a junior.



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- ⁴ For more specific information about degree requirements within the junior and senior years at UA Little Rock, please review the UA Little Rock Undergraduate Catalog (<http://ualr.edu/catalogs/undergraduate-catalog>) and consult your UA Little Rock academic advisor.
- ⁵ This degree program requires a total of 120 semester credit hours, including at least 45 upper level credit hours completed at UA Little Rock.
- ⁶ The Career Catalyst program is a co-curricular degree requirement of College of Business majors. All students take BSAD 2010, Introduction to Career Catalyst upon declaring a major in the College. Over the period of their College of Business coursework, students must complete at least one activity in each of five career development areas. In the semester a student applies for graduation, he or she also registers for BSAD 4010, Career Catalyst Completion to have their activities certified.
- ⁷ For completing your degree and ease of transfer, UA Little Rock prefers BUS 1013, Introduction to Business for your elective.
- ⁸ The UA Little Rock business core requires students to demonstrate proficiency with use of information technology through testing.