



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



National Park College
Associate of Science in Business ^{1,2,3}

2019-2020

English / Communications (9 credit hours)			UA Little Rock	Semester	Hours	Grade
ENGL	1113	English Composition I	RHET 1311		3	
ENGL	1123	English Composition II	RHET 1312		3	
SPCH	1103	Fundamentals of Public Speaking	ACOM 1300		3	
Mathematics (6 credit hours)			UA Little Rock	Semester	Hours	Grade
MATH	1123	College Algebra	MATH 1302		3	
MATH	2213	Business Calculus	MATH 1342		3	
Lab Sciences (8 credit hours)			UA Little Rock	Semester	Hours	Grade
BIOL	1114	General Biology	BIOL 1401		4	
PHYS	1114	Physical Science	CORE SCIN		4	
Fine Arts and Humanities (6 credit hours)			UA Little Rock	Semester	Hours	Grade
ARTS	1593	Art Appreciation for Non-Art Majors or Music Appreciation or Introduction to Theatre	ARHA 2305		3	
MUS	1213		MUHL 2305			
TART	1153		THEA 2305			
ENG	2273	World Literature I	ENGL 2337		3	
ENG	2283	World Literature II	CORE HUMA			
Social Science (9 credit hours)			UA Little Rock	Semester	Hours	Grade
HIST	2223	U.S. History to 1865 or US History since 1865 or American National Government	HIST 2311		3	
HIST	2233		HIST 2312			
POLS	1113		POLS 1310			
HIST	2253	World Civilization to 1500 or World Civilization since 1500	HIST 1311		3	
HIST	2263		HIST 1312			
SOCI	2300	Introduction to Sociology	SOCI 2300		3	
Business Core (24 credit hours)			UA Little Rock	Semester	Hours	Grade
ACCT	1103	Principles of Accounting I	ACCT 2310		3	
ACCT	1113	Principles of Accounting II	ACCT 2330		3	
BUS	2203	Business Law I	MKTG 2380		3	
BUS	2123	Business Statistics	ECON 2310		3	
CIS	1013	Information Systems I ⁷	MGMT 1310		3	
ECON	2322	Principles of Microeconomics	ECON 2322		3	
ECON	2323	Principles of Macroeconomics	ECON 2323		3	
BUS	1113	Business Communications or	MGMT 1300		3	
BUS	2033	Introduction to Business ⁸	MGMT 2320			

NPC Total Hours: 62



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University of Arkansas at Little Rock
2019-2020 Bachelor of Business Administration Marketing – 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		3	
ENGL	2336	Introduction to Creative Writing or			
RHET	4305	Document Design or			
RHET	4371	Writing on the Web or			
MGMT	4365	Business Consulting or			
IBUS	4316	Field Study in International Business or			
ACOM	3300	Interpersonal Communication or			
ACOM	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 National Park 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.

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 The UALR business core requires students to demonstrate proficiency with use of information technology through testing.

⁸ For completing your degree and ease of transfer, UALR prefers BUS 2033, Introduction to Business for your elective.