



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



University of Arkansas Hope-Texarkana
Associate of Science in Business ^{1,2,3}

2019-2020

Communications (3 credit hours)			UA Little Rock	Semester	Hours	Grade
SPCH	1313	Principles of Speech	ACOM 1300		3	
Computer Science (3 credit hours)			UA Little Rock	Semester	Hours	Grade
CISS	1013	Introduction to Computers	CPSC 1370		3	
English (6 credit hours)			UA Little Rock	Semester	Hours	Grade
ENGL	1013	Composition I	RHET 1311		3	
ENGL	1023	Composition II	RHET 1312		3	
Fine Arts and Humanities (3 credit hours)			UA Little Rock	Semester	Hours	Grade
ARTS	2003	Art Appreciation or	ARHA 2305		3	
DRAM	2003	Introduction to Theatre or	DRTH 2305			
MUSI	2103	Music Appreciation	MUHL 2305			
Literature (3 credit hours)			UA Little Rock	Semester	Hours	Grade
ENGL	2023	World Literature I or	ENGL 2337		3	
ENGL	2123	World Literature II	CORE HUMA			
Mathematics (3 credit hours)			UA Little Rock	Semester	Hours	Grade
MATH	1053	College Algebra or	MATH 1302		3	
MATH	1153	Quantitative Literacy (NOTE: The College of Business at UA-Little Rock prefers MATH 1053.)	MATH 1321			
Natural Science (4 credit hours)			UA Little Rock	Semester	Hours	Grade
BIOL	1204	Biology	BIOL 1401		4	
Physical Science (4 credit hours)			UA Little Rock	Semester	Hours	Grade
PHSC	1024	Physical Science	CORE SCIN		4	
Social Science (6 credit hours)			UA Little Rock	Semester	Hours	Grade
SOCI	2413	Introduction to Sociology	SOCI 2300		3	
HIST	1003	World Civilization I or	HIST 1311		3	
HIST	1013	World Civilization II	HIST 1312			
U.S. History/Government (3 credit hours)			UA Little Rock	Semester	Hours	Grade
HIST	2013	U.S. History I or	HIST 2311		3	
HIST	2023	U.S. History II or	HIST 2312			
PLSC	2103	American Government	POLS 1310			
Business Core (24 credit hours)			UA Little Rock	Semester	Hours	Grade
ACCT	2103	Principles of Accounting I	ACCT 2310		3	
ACCT	2113	Principles of Accounting II	ACCT 2330		3	
BUSS	2203	Business Law	MKTG 2380		3	
BUSS	2313	Business Statistics	ECON 2310		3	
Buss	2323	Business Calculus	MATH 1342		3	
ECON	2313	Principles of Microeconomics	ECON 2322		3	
ECON	2323	Principles of Macroeconomics	ECON 2323		3	
XXXX	XXX3	Directed Elective			3	

UAHT Total Hours: 62

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			
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		Upper Level Elective		3	
ADVT					

UA Little Rock Total Hours: 58

Total Hours: 120⁵

¹ See your advisor at University of Arkansas Hope-Texarkana 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.



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



- 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.