

Transfer Agreement Checklist

**Associate of Science in Business
Bachelor Business Administration: Marketing—
Digital Marketing**

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

2021-2022

English / Communications (9 credit hours)			UA Little Rock	Semester	Hours	Grade
ENGL	1113	English Composition I	RHET 1311		3	
ENGL	1213	English Composition II	RHET 1312		3	
COMM	2113	Oral Communication	ACOM 1300		3	

Fine Arts and Humanities (6 credit hours)			UA Little Rock	Semester	Hours	Grade
HUMN	2113	Art or	ARHA 2305			
HUMN	2123	Music or	MUHL 2305		3	
HUMN	2133	Theatre	THEA 2305			
ENGL	2213	World Literature I or	ENGL 2337		3	
ENGL	2223	World Literature II	CORE HUMA			

Social Science (9 credit hours)			UA Little Rock	Semester	Hours	Grade
HIST	1113	Civilization through 16 th Century or	HIS 1311		3	
HIST	1123	Civilization since 16 th Century	HIST 1312			
HIST	2113	US History through 1865 or	HIST 2311		3	
HIST	2123	US History since 1865 or	HIST 2312			
GOVT	2113	American National Government	POLS 1310			
PSYC	1113	General Psychology or	PSYC 2300		3	
SOCI	1113	Introduction to Sociology (NOTE: The College of Business at UA Little Rock prefers PSYC 1113.)	SOCI 2300			

Mathematics (6 credit hours)			UA Little Rock	Semester	Hours	Grade
MTH	1023	College Algebra	MATH 1302		3	
MTH	2003	Business Calculus	MATH 1342		3	

Lab Sciences (8 credit hours)			UA Little Rock	Semester	Hours	Grade
BIOL	1124	Introduction to Biology or	BIOL 1400		8	
CHEM	1214	General Chemistry I or	CHEM 1402			
PHYC	1124	Introduction to Physics or	PHYS 1321			
PHYC	1134	Physical Science or	CORE SCIN			
PHYC	1144	Astronomy	ASTR 1301			

Business Core (24 credit hours)			UA Little Rock	Semester	Hours	Grade
ACTG	1113	Principles of Accounting I	ACCT 2310		3	
ACTG	1203	Principles of Accounting II	ACCT 2330		3	
BOIS	2203	Legal Environment of Business	MKTG 2380		3	
BOIS	2303	Business Communication	BINS 2320		3	
DATA	1123	Fundamentals of Information Technology ⁷	BINS 1310		3	
ECON	2113	Principles of Macroeconomics	ECON 2323		3	
ECON	2213	Principles of Microeconomics	ECON 2322		3	
GBUS	2023	Business Statistics	ECON 2310		3	

ASUTR Total Hours: 62



Transfer Agreement Checklist
Associate of Science in Business
Bachelor Business Administration Marketing—
Digital Marketing



2021-2022

University of Arkansas at Little Rock
Bachelor of Business Administration Marketing⁴

Professional Business Courses (28 credit hours)			Semester	Hours	Grade
BSAD	2010/4010	Career Catalyst ⁶		0	
BSAD	3100	Business Professionalism		1	
BINS	3305	Information Systems for Decision Making		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		3	

Marketing Electives (6 credit hours)			Semester	Hours	Grade
ADVT	3310	Advertising IMC Development or			
ADVT	3340	Public Relations or			
MGMT	4366	New Venture Launch or			
MKTG	3352	Seminar in Current Topics or			
MKTG	4320	International Marketing or		6	
MKTG	4341	Brand and Marketing Consulting or			
MKTG	4351	Sales Management or			
MKTG	4355	Advanced Professional Selling or			
MKTG	4377	Business-to-Business Marketing			

Digital Marketing Emphasis (9 credit hours)			Semester	Hours	Grade
BINS	4352	Big Data Analytics Tools		3	
MKTG	4315	Social Media Marketing Strategy		3	
MKTG	4316	Digital Marketing		3	

UA Little Rock Total Hours: 58
Total Hours: 120⁵

¹ See your advisor at Arkansas State University- Three Rivers 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 School 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 School of Business majors. All students take BSAD 2010, Introduction to Career Catalyst upon declaring a major in the School. Over the period of their School 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 UA Little Rock business core requires students to demonstrate proficiency with use of information technology through testing.

⁸ For completing your degree and ease of transfer, UA Little Rock prefers BUS 1013, Introduction to Business for your elective.

⁹ UA Little Rock offers a number of programs that lead to professional licensure or certification. Each state has different licensing requirements. To see a list of our programs leading to licensure and if these programs lead to licensure in your state, visit ualr.edu/consumerinfo/licensure.