



**Transfer Agreement Checklist**  
**Associate of Science in Business**  
**BBA Digital Marketing**



**National Park College**  
**Associate of Science in Business** <sup>1,2,3</sup>

**2021-2022**

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

**NPC Total Hours: 62**



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**2021-2022**

**University of Arkansas at Little Rock**  
**Bachelor of Business Administration Digital Marketing<sup>4</sup>**

<b>Professional Business Courses (28 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
BSAD	2010/4010	Career Catalyst <sup>6</sup>		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	

<b>Marketing Major Requirements (15 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
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	

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

<b>Digital Marketing Emphasis (9 credit hours)</b>			<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
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: 120<sup>5</sup>**

<sup>1</sup> See your advisor at National Park College for degree and graduation information.

<sup>2</sup> 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.

<sup>3</sup> 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.

<sup>4</sup> 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.

<sup>5</sup> This degree program requires a total of 120 semester credit hours, including at least 45 upper level credit hours completed at UA Little Rock.

<sup>6</sup> 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.

<sup>7</sup> The UALR business core requires students to demonstrate proficiency with use of information technology through testing.

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

<sup>9</sup> 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](http://ualr.edu/consumerinfo/licensure).