



Transfer Agreement Checklist

Associate of Science in Business

BBA Digital Marketing



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

2023-2024

English / Communications (9 credit hours)			UA Little Rock	Semester	Hours	Grade
ENG	1003	Freshman English I	RHET 1311		3	
ENG	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			
SOC	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 Macroeconomics	ECON 2323		3	
ECON	2323	Principles of Microeconomics	ECON 2322		3	
LAW	2023	The Legal Environment of Business	MKTG 2380		3	
MATH	2143	Calculus with Business Applications	MATH 1342		3	

ASU-Beebe Total Hours: 62



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2023-2024

University of Arkansas at Little Rock

Bachelor of Business Administration – Digital Marketing

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 (Capstone Course)		3	

Marketing Electives (6 credit hours)

			Semester	Hours	Grade
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			

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: 120 ⁵

¹ See your advisor at Arkansas State University-Beebe 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.



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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.

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.