

Transfer Agreement Checklist

Associate of Science in Business

BBA Digital Marketing

Phillips Community College of the University of Arkansas

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

2023-2024

English / Communications (12 credit hours)			UA Little Rock	Semester	Hours	Grade
EH	113	English Composition I	RHET 1311		3	
EH	123	English Composition II	RHET 1312		3	
SP	243	Fundamentals of Speech	ACOM 1300		3	
EH	233	World Literature I or	ENGL 2337		3	
EH	243	World Literature II	CORE HUMA			

Sciences and Mathematics (11 credit hours)			UA Little Rock	Semester	Hours	Grade
		One Course from Life Sciences Listings			4	
		One Course from Physical Sciences Listings			4	
MS	123	College Algebra (or higher course) ⁸	MATH 1302		3	

Fine Arts and Humanities (6 credit hours)			UA Little Rock	Semester	Hours	Grade
FA	213/223	Fine Arts I or II or	ARHA 2305/FNAR 2301			
MSC	223	Music Appreciation or	MUHL 2305		3	
SP	123	Introduction to Theatre	THEA 2305			
PHIL	153	Introduction to Philosophy or	PHIL 1310			
EH	233/243	World Literature I or II or	ENGL 2337/CORE HUMA		3	
EH	263	African-American Literature or Foreign Language Elective	ENGL 2000			

Social Science (9 credit hours)			UA Little Rock	Semester	Hours	Grade
HY	213	US History I or	HIST 2311			
HY	223	US History II	HIST 2312		3	
HY	113	History of Western Civilization I or	HIST 1311			
HY	123	History of Western Civilization II	HIST 1312		3	
PSY	213	General Psychology or	PSYC 2300			
SY	213	Fundamentals of Sociology or	SOCI 2300		3	
ES	223	Principles of Microeconomics (Note: The College of Business at UALR prefers PSY 213)	ECON 2322			

Physical Education (1 credit hour)			UA Little Rock	Semester	Hours	Grade
PEAC	XXXX	One PEAC Course			1	

Computer Technology (3 credit hours)			UA Little Rock	Semester	Hours	Grade
CT	114	Computer Information Systems ⁷	BINS 1310		3	

Business Core (18 credit hours)			UA Little Rock	Semester	Hours	Grade
BAN	213	Principles of Accounting I	ACCT 2310		3	
BAN	223	Principles of Accounting II	ACCT 2330		3	
BAN	233	Legal Environment of Business	MKTG 2380		3	
BAN	263	Business Communication	BINS 2320		3	
BMGT	283	Business Statistics	ECON 2310		3	
ES	213	Principles of Macroeconomics	ECON 2323		3	

Recommended Electives (if not taken above) ⁸ (6 credit hours)			UA Little Rock	Semester	Hours	Grade
ES	223	Principles of Microeconomics	ECON 2322		3	
MS	223	Survey of Calculus (or higher Calculus course)	MATH 1342		3	

PCCUA Total Hours: **60-66**

Transfer Agreement Checklist

Associate of Science in Business BBA Digital Marketing

2023-2024

University of Arkansas at Little Rock Bachelor of Business Administration Digital 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 (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: 120⁵

¹ See your advisor at Phillips Community College of the University of Arkansas 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 The PCCUA in Business Administration degree does not include Business Calculus, which is required for UA Little Rock College of Business majors and is a prerequisite to several business core classes. Additionally, both Microeconomics and Macroeconomics should be completed prior to moving to Upper Level courses. Lastly, BAN 263, Business Communications will not transfer for credit as BINS 3380, but simply as an elective. If these classes are completed at PCCUA, then the necessary work at UA Little Rock includes only the Upper Level courses noted on this sheet.

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.