

Transfer Agreement Checklist

Associate of Science in Business

Bachelor Business Administration

Marketing – Digital Marketing

University of Arkansas Community College at Batesville

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

2023-2024

English / Communications (9 credit hours)

			UA Little Rock	Semester	Hours	Grade
ENG	1103	English Composition I	RHET 1311		3	
ENG	1203	English Composition II	RHET 1312		3	
SPC	1003	Oral Communication	ACOM 1300		3	

Fine Arts and Humanities (6 credit hours)

			UA Little Rock	Semester	Hours	Grade
FAM	2003	Music or	MUHL 2305		3	
FAT	2013	Theatre or	THEA 2305			
FAV	2023	Visual Art	ARHA 2305			
ENG	2113	World Literature I or	ENGL 2337		3	
ENG	2213	World Literature II	CORE HUMA			

Social Science (15 credit hours)

			UA Little Rock	Semester	Hours	Grade
HIS	1013	World Civilization I or	HIS 1311		3	
HIS	1023	World Civilization II	HIST 1312			
HIST	2003	US History I or	HIST 2311		3	
HIST	2013	US History II or	HIST 2312			
POS	2103	US Government	POLS 1310			
SOC	2003	Principles of Sociology	SOCI 2300		3	
ECN	2013	Macroeconomics	ECON 2323		3	
ECN	2023	Microeconomics	ECON 2322		3	

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
BIO	1033/1031	Biology for General Education/Lab or	BIOL 1400		4	
BIO	1103/1101	Biology for Majors/Lab or	BIOL 1401			
BIO	1123/1121	Principles of Zoology/Lab or	BIOL 2403			
BIO	2203/2201	Microbiology/Lab or	BIOL 2401			
BIO	1113/1111	General Botany/Lab	BIOL 2402			
CHM	1103/1101	College Chemistry I/Lab or	CHEM 1402		4	
CHM	1123/1121	College Chemistry II/Lab or	CHEM 1403			
CHM	2113/2111	Physical Science/Lab or	CHEM 1401			
GEL	1003/1001	Physical Geology/Lab	ERSC 1302/1102			

Business Core (18 credit hours)

			UA Little Rock	Semester	Hours	Grade
ACC	1013	Principles of Accounting I	ACCT 2310		3	
ACC	1023	Principles of Accounting II	ACCT 2330		3	
BUS	2033	Legal Environment of Business	MKTG 2380		3	
CIS	1053	Computer Software Application ⁷	CPSC 1370		3	
MATH	2053	Statistics	MATH 1321		3	
BUS	1013	Introduction to Business ⁸	ECON 2323		3	

UACCB Total Hours: **62**

Revised: March 2019

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University of Arkansas at Little Rock

2023-2024 Bachelor of Business Administration Marketing – 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	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 (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		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 University of Arkansas Community College at Batesville 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.

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 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.