



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



**2023-2024**

**University of Arkansas Community College at Morrilton**  
**Associate of Science in Business<sup>1,2,3</sup>**

<b>English / Communications (9 credit hours)</b>			<b>UA Little Rock</b>	<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
ENG	1013	English Composition I	RHET 1311		3	
ENG	1023	English Composition II	RHET 1312		3	
SPH	2303	Introduction to Oral Communications	ACOM 1300		3	

<b>Fine Arts and Humanities (6 credit hours)</b>			<b>UA Little Rock</b>	<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
ART	2003	Art Appreciation or	ARHA 2305		3	
MUS	2003	Music Appreciation or	MUHL 2305			
THEA	2003	Theatre Appreciation	THEA 2305			
ENG	2213	World Literature I or	ENGL 2337		3	
ENG	2223	World Literature II	CORE HUMA			

<b>Social Science (15 credit hours)</b>			<b>UA Little Rock</b>	<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
HIST	1003	Western Civilization I or	HIST 1311		3	
HIST	1013	Western Civilization II	HIST 1312			
HIST	2003	US History I or	HIST 2311		3	
HIST	2013	US History II or	HIST 2312			
PSCI	2003	US Government	POLS 1310			
SOC	2013	Introduction to Sociology	SOCI 2300		3	
ECON	2453	Macroeconomics	ECON 2323		3	
ECON	2463	Microeconomics	ECON 2322		3	

<b>Mathematics (6 credit hours)</b>			<b>UA Little Rock</b>	<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
MATH	1203	College Algebra or	MATH 1302		3	
MATH	1204	College Algebra (extended format)	MATH 1302			
MATH	2023	Calculus for Business	MATH 1342		3	

<b>Lab Sciences (8 credit hours)</b>			<b>UA Little Rock</b>	<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
		One 4 hour Biological Science (check catalog)			4	
		One 4 hour Physical Science (check catalog)			4	

<b>Business Core (18 credit hours)</b>			<b>UA Little Rock</b>	<b>Semester</b>	<b>Hours</b>	<b>Grade</b>
ACCT	2003	Principles of Accounting I	ACCT 2310		3	
ACCT	2013	Principles of Accounting II	ACCT 2330		3	
BUS	2393	Business Law	MKTG 2380		3	
CIS	1013	Introduction to Computers <sup>7</sup>	BINS 1310		3	
MATH	2003	Introduction to Statistics	ECON 2310		3	
BUS	1403	Introduction to Business <sup>8</sup>	MGMT 1300		3	

**UACCM Total Hours: 62**



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**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 University of Arkansas Community College at Morrilton 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 UA Little Rock 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, UA Little Rock prefers BUS 1403, 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).