

Transfer Agreement Checklist
Associate of Science in Business
BBA Digital Marketing

Student:

University of Arkansas Pulaski Technical College
Associate of Science in Business ^{1,2,3}

2023-2024

| English / Communications (9 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
|--|---------------|--|-----------------------|-----------------|--------------|--------------|
| ENGL | 1311 | English Composition I | RHET 1311 | | 3 | |
| ENGL | 1312 | English Composition II | RHET 1312 | | 3 | |
| SPCH | 1300 | Speech Communications | ACOM 1300 | | 3 | |
| Mathematics (6 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
| MATH | 1302 | College Algebra | MATH 1302 | | 3 | |
| MATH | 1308 | Business Calculus | MATH 1342 | | 3 | |
| Lab Sciences (8 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
| BIOL | 1300& 1100 | Biology for Non-Majors with Lab | BIOL 1400 | | 4 | |
| PHYS | 1300& 1100 | Physical Science with Lab | CORE SCIN | | 4 | |
| Fine Arts and Humanities (6 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
| ARTS | 2300 | Introduction to Visual Arts or | ARHA 2305 | | 3 | |
| MUS | 2300 | Introduction to Music or | MUHL 2305 | | | |
| THEA | 2300 | Introduction to Theatre | THEA 2305 | | | |
| ENG | 2337 | World Literature from the Beginning to 1650 or | ENGL 2337 | | 3 | |
| ENG | 2338 | World Literature from 1650 to the Present | CORE HUMA | | | |
| Social Science (9 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
| HIST | 2311 | U.S. History to 1877 or | HIST 2311 | | 3 | |
| HIST | 2312 | US History since 1877 or | HIST 2312 | | | |
| POLS | 1310 | American National Government | POLS 1310 | | | |
| HIST | 1311 | History of Civilization I or | HIST 1311 | | 3 | |
| HIST | 1312 | History of Civilization II | HIST 1312 | | | |
| SOCI | 2300 | Introduction to Sociology | SOCI 2300 | | 3 | |
| Business Core (24 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
| ACCT | 2310 | Principles of Accounting I | ACCT 2310 | | 3 | |
| ACCT | 2330 | Principles of Accounting II | ACCT 2330 | | 3 | |
| BUS | 2603 | Introduction to Business ⁷ | MGMT 1300 | | 3 | |
| BUS | 2633 | Legal Environment of Business | MKTG 2380 | | 3 | |
| MATH | 2320 | Introduction to Statistics & Probability | ECON 2310 | | 3 | |
| BUS | 1403 | Microcomputer Applications I ⁸ | BINS 1310 | | 3 | |
| ECON | 2322 | Principles of Microeconomics | ECON 2322 | | 3 | |
| ECON | 2323 | Principles of Macroeconomics | ECON 2323 | | 3 | |

UA-PTC Total Hours: 62

¹ See your advisor at University of Arkansas Pulaski Technical College 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.

Transfer Agreement Checklist
Associate of Science in Business
BBA Digital Marketing

University of Arkansas at Little Rock

Bachelor of Business Administration – Digital Marketing⁴

2023-2024

| 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

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 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.