



Transfer Agreement Checklist

Associate of Science in Business Bachelor Business Administration: Marketing— Digital Marketing



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

2024-2025

| English / Communications (9 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
|---|------|------------------------|----------------|----------|-------|-------|
| ENGL | 1113 | English Composition I | RHET 1311 | | 3 | |
| ENGL | 1213 | English Composition II | RHET 1312 | | 3 | |
| COMM | 2113 | Oral Communication | ACOM 1300 | | 3 | |

| Fine Arts and Humanities (6 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
|---|------|-----------------------|----------------|----------|-------|-------|
| HUMN | 2113 | Art or | ARHA 2305 | | | |
| HUMN | 2123 | Music or | MUHL 2305 | | 3 | |
| HUMN | 2133 | Theatre | THEA 2305 | | | |
| ENGL | 2213 | World Literature I or | ENGL 2337 | | 3 | |
| ENGL | 2223 | World Literature II | CORE HUMA | | | |

| Social Science (9 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
|---------------------------------|------|---|----------------|----------|-------|-------|
| HIST | 1113 | Civilization through 16 th Century or | HIS 1311 | | 3 | |
| HIST | 1123 | Civilization since 16 th Century | HIST 1312 | | | |
| HIST | 2113 | US History through 1865 or | HIST 2311 | | 3 | |
| HIST | 2123 | US History since 1865 or | HIST 2312 | | | |
| GOVT | 2113 | American National Government | POLS 1310 | | | |
| PSYC | 1113 | General Psychology or | PSYC 2300 | | 3 | |
| SOCI | 1113 | Introduction to Sociology (NOTE: The College of Business at UA Little Rock prefers PSYC 1113.) | SOCI 2300 | | | |

| 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 |
|-------------------------------|------|----------------------------|----------------|----------|-------|-------|
| BIOL | 1124 | Introduction to Biology or | BIOL 1400 | | 8 | |
| CHEM | 1214 | General Chemistry I or | CHEM 1402 | | | |
| PHYC | 1124 | Introduction to Physics or | PHYS 1321 | | | |
| PHYC | 1134 | Physical Science or | CORE SCIN | | | |
| PHYC | 1144 | Astronomy | ASTR 1301 | | | |

| Business Core (24 credit hours) | | | UA Little Rock | Semester | Hours | Grade |
|---------------------------------|------|---|----------------|----------|-------|-------|
| ACTG | 1113 | Principles of Accounting I | ACCT 2310 | | 3 | |
| ACTG | 1203 | Principles of Accounting II | ACCT 2330 | | 3 | |
| BOIS | 2203 | Legal Environment of Business | MKTG 2380 | | 3 | |
| BOIS | 2303 | Business Communication | BINS 2320 | | 3 | |
| DATA | 1123 | Fundamentals of Information Technology ⁷ | BINS 1310 | | 3 | |
| ECON | 2113 | Principles of Macroeconomics | ECON 2323 | | 3 | |
| ECON | 2213 | Principles of Microeconomics | ECON 2322 | | 3 | |
| GBUS | 2023 | Business Statistics | ECON 2310 | | 3 | |

ASUTR Total Hours: **62**

**Transfer Agreement Checklist
Associate of Science in Business
Bachelor Business Administration Marketing—
Digital Marketing**

2024-2025

**University of Arkansas at Little Rock
Bachelor of Business Administration 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 | | 3 | |

| Marketing Electives (6 credit hours) | | | Semester | Hours | Grade |
|---|------|-----------------------------------|-----------------|--------------|--------------|
| ADVT | 3310 | Advertising IMC Development or | | | |
| ADVT | 3340 | Public Relations or | | | |
| MGMT | 4366 | New Venture Launch or | | | |
| MKTG | 3352 | Seminar in Current Topics or | | | |
| MKTG | 4320 | International Marketing or | | 6 | |
| MKTG | 4341 | Brand and Marketing Consulting or | | | |
| MKTG | 4351 | Sales Management or | | | |
| MKTG | 4355 | Advanced Professional Selling or | | | |
| 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 Arkansas State University- Three Rivers 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 For completing your degree and ease of transfer, UA Little Rock prefers BUS 1013, Introduction to Business for your elective.

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.