UNIVERSITY OF ARKANSAS
PULASKI TECHNICAL COLLEGE

Student:

Transfer Agreement Checklist
Associate of Science in Business
BBA Digital Marketing

UA LITTLE ROCK

University of Arkansas Pulaski Technical College
Associate of Science in Business [1,2,3]

2022-2023

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 MUS THEA	2300 2300 2300	Introduction to Visual Arts or Introduction to Music or Introduction to Theatre	ARHA 2305 MUHL 2305 THEA 2305		3	
ENG ENG	2337 2338	World Literature from the Beginning to 1650 or World Literature from 1650 to the Present	ENGL 2337 CORE HUMA		3	

Social Science (9 credit hours)			UA Little Rock	Semester	Hours	Grade
HIST HIST POLS	2311 2312 1310	U.S. History to 1877 or US History since 1877 or American National Government	HIST 2311 HIST 2312 POLS 1310		3	
HIST HIST	1311 1312	History of Civilization I or History of Civilization II	HIST 1311 HIST 1312		3	
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.

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PULASKI TECHNICAL COLLEGE

Transfer Agreement Checklist
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BBA Digital Marketing

UA LITTLE ROCK

University of Arkansas at Little Rock
2022-2023

Bachelor of Business Administration – Digital Marketing[4]

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: 120 [5]

[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.

Revised: Fall 2021