

### 2025-2026 University of Arkansas Pulaski Technical College

Associate of Science in Business <sup>1,2,3</sup>

| English / Communications (9 credit hours) |                 |                                                |  | UA Little Rock | Semester | Hours | Grade |
|-------------------------------------------|-----------------|------------------------------------------------|--|----------------|----------|-------|-------|
| ENGL                                      | 10103           | English Composition I                          |  | ENGL 10103     |          | 3     |       |
| ENGL                                      | 10203           | English Composition II                         |  | ENGL 10203     |          | 3     |       |
| SPCH                                      | 10003           | Speech Communications                          |  | COMM 10073     |          | 3     |       |
| Mathematics (6 credit hours)              |                 |                                                |  | UA Little Rock | Semester | Hours | Grade |
| MATH                                      | 11003           | College Algebra                                |  | MATH 11003     |          | 3     |       |
| MATH                                      | 10843           | Business Calculus                              |  | MATH 12033     |          | 3     |       |
| Lab Sciences (8 credit hours)             |                 |                                                |  | UA Little Rock | Semester | Hours | Grade |
| BIOL                                      | 10043&<br>10031 | Biology for Non-Majors with Lab                |  | BIOL 10004     |          | 4     |       |
| PHSC                                      | 10043&<br>10031 | Physical Science with Lab                      |  | CORE SCINV     |          | 4     |       |
| Fine Arts and Humanities (6 credit hours) |                 |                                                |  | UA Little Rock | Semester | Hours | Grade |
| ARHS                                      | 10003           | Introduction to Visual Arts or                 |  | ARHS 10003     |          | 3     |       |
| MUSC                                      | 10003           | Introduction to Music or                       |  | MUSC 20003     |          |       |       |
| THTR                                      | 20003           | Introduction to Theatre                        |  | THTR 10003     |          |       |       |
| ENGL                                      | 21103           | World Literature from the Beginning to 1650 or |  | ENGL 21103     |          | 3     |       |
| ENGL                                      | 21203           | World Literature from 1650 to the Present      |  | CORE HUMAV     |          |       |       |
| Social Science (9 credit hours)           |                 |                                                |  | UA Little Rock | Semester | Hours | Grade |
| HIST                                      | 21103           | U.S. History to 1877 or                        |  | HIST 21103     |          | 3     |       |
| HIST                                      | 21203           | US History since 1877 or                       |  | HIST 21203     |          |       |       |
| PLSC                                      | 11003           | American National Government                   |  | PLSC 20003     |          |       |       |
| HIST                                      | 11103           | History of Civilization I or                   |  | HIST 11103     |          | 3     |       |
| HIST                                      | 11203           | History of Civilization II                     |  | HIST 11203     |          |       |       |
| SOCI                                      | 10003           | Introduction to Sociology                      |  | SOCI 10103     |          | 3     |       |
| Business Core (24 credit hours)           |                 |                                                |  | UA Little Rock | Semester | Hours | Grade |
| ACCT                                      | 20003           | Principles of Accounting I                     |  | ACCT 20003     |          | 3     |       |
| ACCT                                      | 20103           | Principles of Accounting II                    |  | ACCT 20103     |          | 3     |       |
| BUSI                                      | 10103           | Introduction to Business                       |  | BUSI 10103     |          | 3     |       |
| BLAW                                      | 20003           | Legal Environment of Business                  |  | MKTG 28073     |          | 3     |       |
| MATH                                      | 21003           | Introduction to Statistics & Probability       |  | ECON 21043     |          | 3     |       |
| BUSI                                      | 14083           | Microcomputer Applications I <sup>7</sup>      |  | BINS 11003     |          | 3     |       |
| ECON                                      | 22003           | Principles of Microeconomics                   |  | ECON 22003     |          | 3     |       |
| ECON                                      | 21003           | Principles of Macroeconomics                   |  | ECON 21003     |          | 3     |       |

UA-PTC Total Hours: **62**

<sup>1</sup> See your advisor at University of Arkansas Pulaski Technical College 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.

## 2025-2026 University of Arkansas at Little Rock

### Bachelor of Business Administration – Digital Marketing<sup>4</sup>

| Professional Business Courses (28 credit hours) |             |                                         | Semester | Hours | Grade |
|-------------------------------------------------|-------------|-----------------------------------------|----------|-------|-------|
| BUSI                                            | 21080/41080 | Career Catalyst <sup>6</sup>            |          | 0     |       |
| BUSI                                            | 30081       | Business Professionalism                |          | 1     |       |
| BINS                                            | 30503       | Information Systems for Decision Making |          | 3     |       |
| BINS                                            | 35203       | Data Analysis and Visualization         |          | 3     |       |
| BINS                                            | 38003       | Business Communication                  |          | 3     |       |
| ECON                                            | 35543       | Quantitative Business Analysis          |          | 3     |       |
| FINN                                            | 37103       | Business Finance                        |          | 3     |       |
| MGMT                                            | 30073       | Principles of Management                |          | 3     |       |
| MGMT                                            | 30473       | Operations Management                   |          | 3     |       |
| MGMT                                            | 48073       | Business Strategy (Capstone Course)     |          | 3     |       |
| MKTG                                            | 35073       | Principles of Marketing                 |          | 3     |       |

| Marketing Major Requirements (15 credit hours) |       |                                        | Semester | Hours | Grade |
|------------------------------------------------|-------|----------------------------------------|----------|-------|-------|
| ADPR                                           | 30003 | Advertising: An IMC Approach           |          | 3     |       |
| MKTG                                           | 35373 | Professional Selling                   |          | 3     |       |
| MKTG                                           | 35503 | Consumer Analysis and Behavior         |          | 3     |       |
| MKTG                                           | 41073 | Marketing Research                     |          | 3     |       |
| MKTG                                           | 48573 | Marketing Management (Capstone Course) |          | 3     |       |

| Marketing Electives (6 credit hours) |       |                                | Semester | Hours | Grade |
|--------------------------------------|-------|--------------------------------|----------|-------|-------|
| ADPR                                 | 31003 | Advertising IMC Development    |          | 6     |       |
| ADPR                                 | 34003 | Public Relations               |          |       |       |
| MGMT                                 | 46673 | New Venture Launch             |          |       |       |
| MKTG                                 | 35273 | Seminar in Current Topics      |          |       |       |
| MKTG                                 | 42073 | International Marketing        |          |       |       |
| MKTG                                 | 44173 | Brand and Marketing Consulting |          |       |       |
| MKTG                                 | 45173 | Sales Management               |          |       |       |
| MKTG                                 | 45573 | Advanced Professional Selling  |          |       |       |
| MKTG                                 | 47073 | Business-to-Business Marketing |          |       |       |

| Digital Marketing Emphasis (9 credit hours) |       |                                 | Semester | Hours | Grade |
|---------------------------------------------|-------|---------------------------------|----------|-------|-------|
| BINS                                        | 45203 | Big Data Analytics Tools        |          | 3     |       |
| MKTG                                        | 41573 | Social Media Marketing Strategy |          | 3     |       |
| MKTG                                        | 41673 | Digital Marketing               |          | 3     |       |

UA Little Rock Total Hours: **58**

Total Hours: **120** <sup>5</sup>

<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 BUSI 21080, 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 BUSI 41080, 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.

\*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).