UNIVERSITY OF ARKANSAS
PULASKI TECHNICAL COLLEGE

Transfer Agreement Checklist

Associate of Science in Business
BBA Digital Marketing

UA LITTLE ROCK

2026-2027 University of Arkansas Pulaski Technical College

Associate of Science in Business [1,2,3]

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& 10031	Biology for Non-Majors with Lab	BIOL 10004		4	
PHSC	10043& 10031	Physical Science with Lab	CORE SCINV		4	

Fine Arts and Humanities (6 credit hours)			UA Little Rock	Semester	Hours	Grade
ARHS MUSC THTR	10003 10003 20003	Introduction to Visual Arts or Introduction to Music or Introduction to Theatre	ARHS 10003 MUSC 20003 THTR 10003		3	
ENGL ENGL	21103 21203	World Literature from the Beginning to 1650 or World Literature from 1650 to the Present	ENGL 21103 CORE HUMAV		3	

Social Science (9 credit hours)			UA Little Rock	Semester	Hours	Grade
HIST HIST PLSC	21103 21203 11003	U.S. History to 1877 or US History since 1877 or American National Government	HIST 21103 HIST 21203 PLSC 20003		3	
HIST HIST	11103 11203	History of Civilization I or History of Civilization II	HIST 11103 HIST 11203		3	
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 [7]	BINS 11003		3	
ECON	22003	Principles of Microeconomics	ECON 22003		3	
ECON	21003	Principles of Macroeconomics	ECON 21003		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

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Associate of Science in Business
BBA Digital Marketing

UA LITTLE ROCK

2026-2027 University of Arkansas at Little Rock

Bachelor of Business Administration – Digital Marketing[4]

Professional Business Courses (28 credit hours)			Semester	Hours	Grade
BUSI	21080/41080	Career Catalyst [6]		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 [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 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.

[7] 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.