



2+2 Degree Plan
Associate of Science in Business – BRTC
 to
Bachelor of Science in Digital Marketing- ATU
2024-25 Catalog



Black River Technical College (62 credit hours)

English/Communications (12 hours)			ATU equivalent	Hours
ENG	1003	Freshman English I	ENGL 1013 Composition I	3
ENG	1013	Freshman English II	ENGL 1023 Composition II	3
ENG	2003	Intro. to World Literature I <i>or</i>	ENGL 2003 Intro. to World Literature	3
ENG	2013	Intro. To World Literature II	GEHM 2XXX General Education Humanities	
SCOM	1203	Oral Communications	COMM 1003 Introduction to Communication ¹	3

Note: "C" or better required in ENG 1013 and ENG 1023.

Fine Arts (3 hours)			ATU equivalent	Hours
FAV	2503	Fine Arts Visual <i>or</i>	ART 2123 Experiencing Art	3
FAM	2503	Fine Arts Musical <i>or</i>	MUS 2003 Introduction to Music	
FAT	2203	Fine Arts Theater	TH 2273 Introduction to Theater	

Math (9 hours)			ATU equivalent	Hours
MATH	1023	College Algebra	MATH 1113 College Algebra	3
MATH	2143	Business Calculus	MATH 2223 Quantitative Business Analysis	3
QM	2113	Business Statistics	STAT 2163 Introduction To Statistical Methods	3

Note: "C" or better required in Math.

Business Foundation (18 credit hours)			ATU equivalent	Hours
ACCT	2003	Intro. to Financial Accounting	ACCT 2004 Accounting Principles I <i>and</i> ACCT 2000 Accounting Principles Lab	3 0
ACCT	2013	Intro. to Managerial Accounting	ACCT 2013 Accounting Principles II	3
CA	1903	Intro. to Computer Concepts	BUAD 2003 Business Information Systems	3
LAW	2023	Legal Environment	BLAW 2033 Legal Environment of Business	3
ECON	2313	Principles of Macroeconomics	ECON 2003 Principles of Macroeconomics	3
ECON	2323	Principles of Microeconomics	ECON 2013 Principles of Microeconomics	3

General Studies Foundation (17 credit hours)			ATU equivalent	Hours
BIOL	1004	Biology of Science and Lab	BIOL 1014 Introduction to Biological Science	4
GSP	1004	Physical Science and Lab	PHSC 1013 Introduction to Physical Science <i>and</i> PHSC 1021 Physical Science Lab	3 1
HIST	1013	World Civilization to 1600 <i>or</i>	HIST 1503 World History to 1500	3
HIST	1023	World Civilization since 1600	HIST 1513 World History since 1500	
HIST	2763	U.S. History to 1876 <i>or</i>	HIST U.S. History to 1877	3
HIST		U.S. History since 1876 <i>or</i>	HIST U.S. History since 1877	
POSC		U.S. Government	POLS 2003 American Government	
SOC	2213	Principles of Sociology	SOC 1003 Introductory Sociology ²	3

Business Electives for ATU (3 credit hours)			ATU equivalent	Hours
BUAD	1013	Introduction to Business	BUAD 1111 Introduction to Business	1
			GENL 1XXX General Elective Credit	2

Arkansas Tech University Courses (60 credit hours)

BDA	2003	Business Problem Solving	3
COMS	1333	Web and Mobile Technology	3
ENGL	2053	Technical Writing	3
BDA	3013	Business Spreadsheet Modeling	3
MKT	3083	Retailing and the Virtual Marketplace	3
MKT	3063	Social Media Marketing	3
MKT	3043	Principles of Marketing	3
MKT	3163	Consumer Behavior	3
MGMT	3003	Principles of Management	3
MKT	4013	Digital Metrics	3
MKT	4063	Integrated Marketing Communication in a Digital Age	3
MGMT	3103	Operations Management	3
FIN	3063	Business Finance	3
MGMT	4013	Management Information Systems	3
MKT	3153	Marketing Research and Analysis	3
MGMT	4083	Business Policy	3
MKT	4143	Marketing Strategy	3
		Marketing Electives List ²	3
		Approved Electives ³	6

¹Allow Sub COMM 1003 for COMM 2173 or COMM 2003

²Approved electives include:

- COMS 2333 Web Publishing II,
- JOUR 3173 Public Relations Principles,
- MKT 3103 Selling and Sales Management,
- MKT 4033 Internship in Marketing I,
- MKT 4053 Sport and Event Marketing,
- MKT 4093 International Marketing,
- MGMT 4103 Supply Chain Management and
- MGMT 4113 Managerial Issues in Electronic Commerce

³ This program partners the BSBA Digital Marketing undergraduate degree with the MBA degree. A maximum of 12 graduate level credit hours can be counted towards both the BSBA Digital Marketing degree and the MBA degree. Four graduate level courses can be used to replace four upper-division undergraduate courses as follows:

- BDA 6203 Business Information Analysis can replace MGMT 4073 Special Topics in Management
- MGMT 6203 Decision Modeling in Supply Chain Management can replace MGMT 4103 Supply Chain Management
- MGMT 6103 Organizational Management and Leadership can replace MGMT 4213 Strategy and Leadership
- MKT 6113 Strategic Social Media Marketing can replace MKT 4103 Special Topics in Marketing