

**2+2 Degree Plan
Associate of Science-Business General Transfer-
NWACC**

**Bachelor of Science in Business Administration
In Business Digital Marketing-ATU
AY 2024-25**

**Northwest Arkansas Community College Courses (62 credit hours)
General Education Requirements (35 credit hours)**

English/Communications (6 hours)*			ATU equivalent	Hours
ENGL	1013	Composition I	ENGL 1013 Composition I	3
ENGL	1023	Composition II	ENGL 1023 Composition II	3

***Must earn a "C" or better**

Speech/Communications (3 hours)			ATU equivalent	Hours
COMM	1303	Public Speaking	COMM 2003 Public Speaking	3

Math (6 hours)*			ATU equivalent	Hours
MATH	1203	College Algebra	MATH 1113 College Algebra	3
MATH	2043	Survey of Calculus	MATH 2243 Calculus for Business and Economics	3

Note: Must earn "C" or better

Fine Arts & Humanities (6 hours)			ATU equivalent	Hours
ENGL	2113	CHOOSE ONE Survey of British Literature to Romanticism	ENGL 3413 British Lit. to 1800 (LD)	3
ENGL	2123	Survey of British Literature from Romanticism	ENGL 3423 British Lit. since 1800 (LD)	
ENGL	2213	Survey of World Literature to 1650	ENGL 2003 Intro. to World Literature	
ENGL	2223	Survey of World Literature from 1650	GEHM 2XXX Gen. Ed. – Humanities Credit	
ENGL	2313	Survey of Amer. Lit to Civil War	ENGL 2013 Intro. to American Literature	
ENGL	2323	Survey of Amer. Lit since Civil War	GEHM 2XXX Gen. Ed. – Humanities Credit	
ARHS	1003	CHOOSE ONE Art Appreciation	ART 2123 Experiencing Art	3
ART	1033	Introduction to Studio Art	GEFA 1XXX Gen. Ed. Fine Arts Credit	
COMM	1003	Film Arts	JOUR/ENGL 2173 Introduction to Film	
THTR	1003	Introduction to Theater	TH 2273 Introduction to Theatre	
GERM	2003	Intermediate German I	GER 2013 Intermediate German I <i>or</i> GEHM 2XXX Gen. Ed. - Humanities Credit	
SPAN	2003	Intermediate Spanish I	SPAN 2013 Intermediate Spanish I <i>or</i> GEHM 2XXX Gen. Ed. – Humanities Credit	
FREN	2003	Intermediate French I	FR 2013 Intermediate French I <i>or</i> GEHM 2XXX Gen. Ed. - Humanities Credit	

HUMN	1003	Exploring the Humanities	GEHM 1XXX Gen. Ed. - Humanities Credit	
MUSI	1003	Music Appreciation	MUS 2003 Introduction to Music	
PHIL	2003	Introduction to Philosophy	PHIL 2003 Introduction to Philosophy	

Biological Science (4 hours)			ATU equivalent	Hours
		CHOOSE ONE		
BIOL	1544	Principles of Biology I	BIOL 1114 Principles of Biology	4
BIOL	1014	General Biology II	GEBL 1XXX Gen. Ed. – Biological Science Credit	
BOTY	1614	Plant Biology	BIOL 2134 Principles of Botany	
BOTY	2404	Survey of Plant Kingdom	GEBL 2XXX Gen. Ed – Biological Science Credit	
BOTY	2534	Environmental Biology	BIOL/ENVS/PHSC 1004 Principles of Environmental Science	

Physical Science (4 hours)			ATU equivalent	Hours
		CHOOSE ONE		
ASTR	2004	Survey of the Universe	PHSC 1053 Astronomy <i>and</i> PHSC 1051 Observational Astronomy Lab.	4
CHEM	1024	Basic Chemistry	CHEM 1113 A Survey of Chemistry <i>and</i> CHEM 1111 Survey of Chemistry Lab.	
CHEM	1054	Chemistry in the Modern World	CHEM 1113 A Survey of Chemistry <i>and</i> CHEM 1111 Survey of Chemistry Lab.	
CHEM	1074	Fundamentals of Chemistry	CHEM 1113 A Survey of Chemistry <i>and</i> CHEM 1111 Survey of Chemistry Lab.	
CHEM	1104	College Chemistry I	CHEM 2124 General Chemistry I	
CHEM	1124	College Chemistry II	CHEM 2134 General Chemistry II	
GEOL	1114	General Geology	GEOL 1014 Physical Geology	
PHYS	1024	Physics & Human Affairs	GEPS 1XXX Gen. Ed – Physical Science Credit	
PHYS	2014	College Physics I	PHYS 2014 Physical Principles I	
PHYS	2034	College Physics II	PHYS 2024 Physical Principles II	
PHYS	2054	Advanced College Physics I	PHYS 2114 General Physics I	
PHYS	2074	Advanced College Physics II	PHYS 2124 General Physics II	

U.S. History/Government (3 hours)			ATU equivalent	Hours
HIST	2003	Hist. of American People – 1877	HIST 2003 U. S. History to 1877	3
HIST	2013	Hist. of American People – 1877 to Present	HIST 2013 U. S. History since 1877	
PLSC	2003	American National Government	POLS 2003 American Government	

Social Sciences (3 hours)			ATU equivalent	Hours
ANTH	1023	Intro. to Cultural Anthropology	ANTH 2003 Cultural Anthropology	3
GEOG	1123	Human Geography	GEOG 2023 Human Geography <i>or</i> GESS 1XXX Gen. Ed – Social Sciences Credit	
HIST	1003	Western Civ to 1650	GESS 1XXX Gen. Ed – Social Sciences Credit	
HIST	1013	Western Civ since 1650	GESS 1XXX Gen. Ed – Social Sciences Credit	
HIST	1033	World Civ since 1500	HIST 1503 World History to 1500	
HIST	1043	World Civ from 1500	HIST 1513 World History since 1500	
SOCI	2013	General Sociology	SOC 1003 Introductory Sociology	
SOCI	2033	Social Problems	SOC/CJ 2003 Social Problems <i>or</i> GESS 2XXX Gen. Ed – Social Sciences Credit	

Northwest Arkansas Community College Courses

**Business Core (21 credit hours)
Directed Electives (6 credit hours)**

NWACC Course			ATU equivalent	Hours
ACCT	2013	Principles of Accounting I	ACCT 2004 Accounting Principles I <i>and</i> ACCT 2000 Accounting Principles I Lab	3
ACCT	2023	Principles of Accounting II	ACCT 2013 Accounting Principles II	3
BLAW	2013	Legal Environment of Business I	BLAW 2033 Legal Environment of Business	3
CISQ	2013	Business Statistics	STAT 2163 Intro. to Statistical Methods	3
ECON	2013	Macroeconomics	ECON 2003 Principles of Macroeconomics	3
ECON	2023	Microeconomics	ECON 2013 Principles of Microeconomics	3
CISQ	1103	Intro to Computer Information	COMS 1003 Intro. to Computer Based Systems	3

Directed Electives (6 hours)			ATU equivalent	Hours
OISM	1103	Business Communications	Elective Credit	3
PSYC	2003	General Psychology	PSY 2003 General Psychology	3

Arkansas Tech University Courses (60 credit hours)

BUAD	1111	Introduction to Business	Waive
COMS ART	1333 2213	Web and Mobile Technologies <i>or</i> Digital Strategies	3
MATH	2223	Quantitative Business Analysis	3
ENGL	2013	Technical Writing	3
BDA	2003	Business Problem Solving	3
BUAD	2003	Business Information Systems	3
MKT	3063	Social Media Marketing	3
MKT	3083	Retailing and the Virtual Marketplace	3
BDA	3013	Business Spreadsheet Modeling	3
MKT	3153	Marketing Research and Analysis	3
MKT	3163	Consumer Behavior	3
MKT	3043	Principles of Marketing	3
MGMT	3003	Principles of Management	3
MGMT	3103	Operations Management	3
FIN	3063	Business Finance	3
MGMT	4013	Management Information Systems	3
MKT	4013	Digital Metrics	3
MKT	4063	Integrated Marketing Communication in a Digital Age	3
MGMT	4086	Business Policy	3
MKT	4143	Marketing Strategy	3
		Marketing Elective (3000-4000)	3

Note: 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

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- 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