



2+2 Degree Plan
Associate of Science in Business – UACCM
Bachelor of Science in Business Administration
Digital Marketing Track – ATU
2024-25



University of Arkansas Community College-Morrilton Courses (62 credit hours)
General Education Requirements (44 credit hours)

| English/Communications (9 hours) | | | ATU equivalent | Hours |
|---|------|-------------------------------------|--|--------------|
| ENG | 1013 | Composition I | ENGL 1013 Composition I | 3 |
| ENG | 1023 | Composition II | ENGL 1023 Composition II | 3 |
| SPH | 2303 | Introduction to Oral Communications | COMM 2003 Public Speaking ¹ | 3 |

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

| Math (6 hours) | | | ATU equivalent | Hours |
|-----------------------|------|-----------------------|--|--------------|
| MATH | 1203 | College Algebra | MATH 1113 College Algebra | 3 |
| MATH | 2023 | Calculus for Business | MATH 2243 Calculus for Business & Economics ² | 3 |

Note: Must earn "C" or better in MATH 1203.

| Social Sciences (15 hours) | | | ATU equivalent | Hours |
|-----------------------------------|------|----------------------------------|------------------------------------|--------------|
| HIST | 1113 | World Civilization I OR | HIST 1503 World History to 1500 | 3 |
| HIST | 1123 | World Civilization II AND | HIST 1513 World History since 1500 | 3 |
| SOC | 2013 | Sociology AND | SOC 1003 Introductory Sociology | 3 |
| ECON | 2453 | Macroeconomics OR | ECON Principles Macroeconomics | 3 |
| ECON | 2463 | Microeconomics AND | ECON Principles of Microeconomics | 3 |
| HIST | 2003 | U.S. History I OR | HIST 2003 U.S. History to 1877 | 3 |
| HIST | 2013 | U.S. History II OR | HIST 2013 U.S. History since 1877 | 3 |
| PSCI | 2003 | American Government | POLS 2003 American Government | 3 |

| Fine Arts/Humanities (6 hours) | | | ATU equivalent | Hours |
|---------------------------------------|------|---------------------------------|--|--------------|
| ART | 2003 | Art Appreciation OR | ART 2123 Experiencing Art | 3 |
| MUS | 2003 | Music Appreciation OR | MUS 2003 Introduction to Music | 3 |
| THEA | 2003 | Theatre Appreciation AND | TH 2273 Introduction to Theater | 3 |
| ENG | 2213 | World Literature I OR | ENGL 2003 Introduction to World Lit. | 3 |
| ENG | 2223 | World Literature II | GEHM 2XXX General Education Humanities | 3 |

| Lab Sciences (8 hours) | | | ATU equivalent | Hours |
|-------------------------------|------|-------------------------|---|--------------|
| BIOL | 1004 | Fundamentals of Biology | BIOL 1114 Principles of Biology* | 4 |
| PHY | 2004 | Physical Science | PHSC 1013 Introduction to Physical Science* PHSC 1021 Physical Science Lab | 3 1 |

***See Arkansas Course Transfer System (ADHE-ACTS) for lab science alternatives.**

University of Arkansas Community College-Morrilton Courses
Associate Degree Electives (18 credit hours)

| ATU equivalent | | | | Hours |
|-----------------------|------|----------------------------|--|--------------|
| BUS | 1403 | Introduction to Business | BUAD 1111 Introduction to Business General Elective Credit | 3 |
| ACCT | 2003 | Accounting I | ACCT 2003 Accounting Principles I ACCT 2000 Accounting Principles I Lab | 3 |
| ACCT | 2013 | Accounting II | ACCT 2013 Accounting Principles II | 3 |
| BUS | 2393 | Business Law | BLAW 2033 Legal Environment of Business | 3 |
| CIS | 1013 | Introduction to Computers | COMS 1003 Intro to Computer Based Systems | 3 |
| MATH | 2003 | Introduction to Statistics | STAT 2163 Introduction to Statistical Methods | 3 |

Arkansas Tech University Courses (63 credit hours)

| | | | | |
|------|------|---|--|---|
| COMS | 1333 | Web and Mobile Technologies | | 3 |
| ECON | 2003 | Principles of Macroeconomics OR | | 3 |
| ECON | 2103 | Principles of Microeconomics | | |
| BDA | 2003 | Business Problem Solving | | 3 |
| BUAD | 2003 | Business Information Systems | | 3 |
| ENGL | 2053 | Technical Writing | | 3 |
| BDA | 3013 | Business Spreadsheet Modeling | | 3 |
| MGMT | 3103 | Operations Management | | 3 |
| FIN | 3063 | Business Finance | | 3 |
| MGMT | 3003 | Principles of Management | | 3 |
| MKT | 3063 | Social Media Marketing | | 3 |
| MKT | 3043 | Principles of Marketing | | 3 |
| MKT | 3083 | Retailing and the Virtual Marketplace | | 3 |
| MKT | 3153 | Marketing Research and Analysis | | 3 |
| MKT | 3163 | Consumer Behavior | | 3 |
| MGMT | 4013 | Management Information Systems | | 3 |
| MGMT | 4083 | Business Policy | | 3 |
| MKT | 4013 | Digital Metrics | | 3 |
| MKT | 4063 | Integrated Marketing Communication in a Digital Age | | 3 |
| MKT | 4143 | Marketing Strategy | | 3 |
| | | Marketing Elective (3000-4000) | | 3 |
| | | Approved Electives ³ | | 3 |

¹Allow sub COMS 1003 for COMS 2173/COMM 2003

² Allow sub MATH 2243 for MATH 2223

³Approved 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

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 can replace MGMT 4073 Special Topics in Management • MGMT 6203 can replace MGMT 4103 Supply Chain Management • MGMT 6103 can replace MGMT 4213 Strategy and Leadership • MKT 6113 can replace MKT 4103 Special Topics in Marketing