

2024-2025 Degree Map-Bachelor of Science in Business Administration-Digital Marketing Track

This map is a term-by-term sample course schedule. The milestones listed to the right of each term are designed to keep you on course to graduate in four years. The Sample Schedule serves as a general guideline to help you build a full schedule each term. See course descriptions and prerequisites at <https://catalog.atu.edu/>

#Remedial Courses (if applicable): ENGL 0303 _____ MATH 0803 _____ MATH 0903 _____

Sample Schedule	Milestones/Notes		
Semester 1	Hrs.	Grade	Semester 1
ENGL 1013-Comp I (ACTS=ENGL 1013)	3	#	
MATH 1113-College Algebra (ACTS=MATH 1103)	3	#	May omit MATH 1113, if Math ACT is 22>. If omitted, must complete an addl. 3 hrs of electives.
BUAD 1111-Intro to Business	1		
BUAD 2003-Business Information Systems	3	#	
Fine Arts & Humanities	3		
COMS 1333-Web and Mobile Technologies or ART 2213-Digital	3		
Total hours	16	GPA	

Sample Schedule	Milestones/Notes		
Semester 2	Hrs.		Semester 2
ENGL 1023-Comp II (ACTS=ENGL 1023)	3	#	
MATH 2223-Quantitative Business Analysis	3	#	Milestone
COMM 2173-Business & Professional Speaking	3		COMM 2003 may substitute.
Science with lab	4		
US History and Government	3		
Total hours	16	GPA	

Sample Schedule	Milestones/Notes		
Semester 3	Hrs.		Semester 3
ACCT 2000 - Accounting Principles I Lab	0		Co-Requisite for ACCT 2004
*ACCT 2004-Accounting Principles I (ACTS=ACCT 2003)	4	#	Milestone
*ECON 2003-Principles of Macroeconomics (ACTS=ECON2103)	3		Milestone
Fine Arts and Humanities	3		*Must complete 18 hrs of COB foundation courses to enroll in 3000-4000 level business courses.
*BDA 2003-Business Problem Solving	3		
*BLAW 2033-Legal Environment of Business	3		
Total hours	16	GPA	

Sample Schedule	Milestones/Notes		
Semester 4	Hrs.		Semester 4
*ACCT 2013-Accounting Principles II (ACTS=ACCT 2013)	3		
*ECON 2013-Principles of Microeconomics (ACTS=ECON2203)	3		
Science with lab	4		
MKT 3043-Principles of Marketing	3		
STAT 2163-Intro to Stat. Methods (ACTS=MATH 2103) or	3		
PSY/SOC 2053-Stat. for the Behavioral Sciences	3		
Total hours	16	GPA	MGMK ADVISOR ASSIGNED

The Arkansas Course Transfer System (ACTS) is designed to assist in planning the academic progress of students. This system contains information about the transferability of courses within Arkansas public colleges and universities. The Arkansas Course Transfer System can be accessed by searching keyword "ACTS" at <https://adhe.edu/>

Fine Arts and Humanities ART 2123 Experiencing Art (ACTS=ARTA1003) MUS 2003 Introduction to Music (ACTS=MUSC1003) TH 2273 Introduction to Theatre (ACTS=DRAM 1003) ENGL/JOUR 2173 Introduction to Film ENGL 2003 Introduction to World Literature (ACTS=ENGL2113) ENGL 2013 Intro. to American Literature (ACTS=ENGL2653) PHIL 2003 Introduction to Philosophy (ACTS=PHIL1103) PHIL 2053 Introduction to Critical Thinking (ACTS=PHIL 1003) 1013 from SPAN, FR, GER, JPN, CHIN, or LAT 1023 from SPAN, FR, GER, JPN, CHIN, or LAT LEAD 2003 Ethics in Leadership	U.S. History & Government HIST 1903 Survey of American History HIST 2003 U.S. History to 1877 (ACTS=HIST2113) HIST 2013 U.S. History since 1877 (ACTS=HIST2123) POLS 2003 American Government (ACTS=PLSC2003) Science with Lab BIOL 1014- Intro. to Biological Science (ACTS= BIOL1004) BIOL/PHSC 1004- Principles of Environmental Science GEOL 1014- Physical Geology (ACTS= GEOL 1114) University Honors students should consult Course Catalog for appropriate Fine Arts/Humanities, US History/Government and Social Science options for University Honors Curriculum.
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Possible Careers: Agency Account Management/Client Services, Brand/Content/Product Marketing, Digital Advertising, E-Commerce and Web Marketing

Sample Schedule	Milestones/Notes		
Semester 5	Hrs.	Grade	Semester 5
ENGL 2053-Technical Writing (ACTS=ENGL 2023)	3		Prereq: ENGL 1023
MKT 3083-Retailing and the Virtual Marketplace	3		2.00 GPA to enroll in 3000-4000 level COB courses
MGMT 3003-Principles of Management	3		
MKT 3063-Social Media Marketing	3		
BDA 3013- Business Spreadsheet Modeling	3		
Total hours	15	GPA	

Sample Schedule	Milestones/Notes		
Semester 6	Hrs.		Semester 6
MKT 3163-Consumer Behavior	3		50% of COB courses must be completed at Tech.
FIN 3063-Business Finance	3		
MGMT 3103-Operations Management	3		
MKT 3153-Marketing Research and Analysis	3		
General Elective	3		
Total hours	15	GPA	APPLY FOR GRADUATION

Sample Schedule	Milestones/Notes		
Semester 7	Hrs.		Semester 7
MGMT 4013-Management Information Systems	3		
MKT 4013-Digital Metrics	3		
MKT 4063-Integrated Marketing Communication in a Digital Age	3		
Approved Elective	3		Fall Only
General Elective	2		
Total hours	14	GPA	

Sample Schedule	Milestones/Notes		
Semester 8	Hrs.		Semester 8
MGMT 4083-Business Policy	3		
MKT 4143-Marketing Strategy	3		Graduation Requirements: Min. hours 3000-4000 level courses: 40 No more than 4 PE activity hours Min. hours required:120 2.00+ GPA
General Elective	3		
MKT Elective (3000-4000)	3		
Total hours	12	GPA	

General Electives: 8 hours (1000-4000 level)
indicates a "C" or better is required
COB = College of Business

Shading indicates courses that would directly apply to the ABA-Business Admin degree.

**Approved Electives COMS 2333-Web Publishing II JOUR 3173-Public Relations Principles MKT 3103-Selling and Sales Management MGMT 4033-Internship in Marketing I	MKT 4053-Sport and Event Marketing MKT 4093-International Marketing MGMT 4103-Supply Chain Management MGMT 4113-Managerial Issues in Electronic Commerce
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. Students may apply in their junior year; however, they must have completed a minimum of 90 credit hours towards the Bachelor degree and have earned a minimum GPA of 3.0 or higher in those undergraduate courses to be eligible. Once approved, the student will be conditionally admitted into the MBA program. The following graduate level courses can be used to replace upper-division undergraduate courses as follows: <ul style="list-style-type: none"> • BDA 6203 Business Information Analysis can replace any general elective • MGMT 6203 Decision Modeling in Supply Chain Management can replace any approved elective • MGMT 6103 Organizational Management and Leadership can replace MKT 4013 Digital Metrics 	