



2+2 Degree Plan (2023-2024 Catalog)
Associate of Science in Business – UACCM
Bachelor of Science in Business Administration
Digital Marketing Track - ATU



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 of Economics I	3
ECON	2463	Microeconomics AND	ECON Principles of Economics II	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*	3
			PHSC 1021 Physical Science Lab	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	BUAD 2053 Business Statistics for Behavioral Sciences	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 •
 Revised 03.27.23

MGMT 6103 can replace MGMT 4213 Strategy and Leadership • MKT 6113 can replace MKT 4103 Special Topics in Marketing

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