

2022-2023 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 <http://www.atu.edu/catalog/>

Employment Information: Advertising Account Manager, Advertising Agency Coordinator, Sales Representative, Insurance Underwriter and Sales Manager.

#Remedial Courses (if applicable): ENGL 0303 _____ MATH 0803 _____ MATH 0903 _____ MATH 1110 _____

Sample Schedule

Semester 1	Hrs.	Grade	Milestones/Notes	Semester 1
ENGL 1013-Comp I (ACTS=ENGL 1013)	3	#		
MATH 1113-College Algebra (ACTS=MATH 1103)	3	#		
BUAD 1111-Intro to Business	1		May omit MATH 1113, if Math ACT is 22+. If omitted, must complete an addl. 3 hrs of electives.	
BUAD 2003-Business Information Systems	3	#		
Fine Arts & Humanities	3			
U.S. History/Government	3			
Total hours	16	GPA		

Semester 2	Hrs.	Grade	Milestones/Notes	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.
Fine Arts & Humanities	3			
COMS 1333-Web & Mobile Technologies	3			Prereq: COMS 1003 or BUAD 2003
Total hours	15	GPA		

Semester 3	Hrs.	Grade	Milestones/Notes	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 Economics I (ACTS=ECON 2103)	3			Milestone
Science with lab	4			
*BDA 2003-Business Problem Solving	3			*Must complete 18 hrs of COB foundation courses to enroll in 3000-4000 level business courses.
*BLAW 2033-Legal Environment of Business	3			
Total hours	17	GPA		

Semester 4	Hrs.	Grade	Milestones/Notes	Semester 4
*ACCT 2013-Accounting Principles II (ACTS=ACCT 2013)	3			
*ECON 2013-Principles of Economics II (ACTS=ECON 2203)	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 at <https://www.adhe.edu/students-parents/colleges-universities/transfer-info.-for-students/>

Fine Arts and Humanities	U.S. History & Government
ART 2123 Experiencing Art (ACTS=ARTA1003)	HIST 1903 Survey of American History
MUS 2003 Introduction to Music (ACTS=MUSC1003)	HIST 2003 United States History to 1877 (ACTS=HIST2113)
TH 2273 Introduction to Theatre (ACTS=DRAM 1003)	HIST 2043 Honors United States History to 1877
ENGL 2173 Introduction to Film	HIST 2013 United States History from 1877 (ACTS=HIST2123)
JOUR 2173 Introduction to Film	POLS 2003 American Government (ACTS=PLSC2003)
ENGL 2183 Honors Introduction to Film	Science with Lab
ENGL 2003 Introduction to World Literature (ACTS=ENGL2113)	BIOL 1014- Intro. to Biological Science (ACTS= BIOL1004)
ENGL 2013 Intro. to American Literature (ACTS=ENGL2653)	BIOL/PHSC 1004- Principles of Environmental Science
ENGL 2023 Honors World Literature	GEOL 1014- Physical Geology (ACTS= GEOL 1114)
PHIL 2003 Introduction to Philosophy (ACTS=PHIL1103)	PHSC 1013/1021- Physical Sci/Lab (ACTS= PHSC 1004)
PHIL 2043 Honors Introduction to Philosophy	
PHIL 2053 Introduction to Critical Thinking (ACTS=PHIL 1003)	

Sample Schedule

Semester 5	Hrs.	Grade	Milestones/Notes	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		

Semester 6	Hrs.	Grade	Milestones/Notes	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			
MKT Elective (3000-4000)	3			
Total hours	15	GPA		APPLY FOR GRADUATION

Semester 7	Hrs.	Grade	Milestones/Notes	Semester 7
MGMT 4013-Management Information Systems	3			
MKT 4013-Digital Metrics	3			
MKT 4063-Integrated Marketing Communication in a Digital Age	3			
MKT 4143-Marketing Strategy	3			Fall Only
General Elective	3			
Total hours	15	GPA		

Semester 8	Hrs.	Grade	Milestones/Notes	Semester 8
MGMT 4083-Business Policy	3			
**Approved Elective	3			
General Elective	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	2			
Total hours	11	GPA		

General Electives: 9 hours (1000-4000 level)

COB = College of Business

indicates a "C" or better is required

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
MKT 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