



2+2 Degree Plan
Associate of Science in Business- ASU Beebe
to
Bachelor of Science in Business Administration,
Digital Marketing – ATU



ASU Beebe (62 credit hours)
 General Education Core – 35 hours

University Requirement (1-3 hours)			ATU equivalent	Hours
UNIV	10001	Principles of Academic Success I	Elective Credit	1
UNIV	10003	Principles of Academic Success III	Elective Credit	3

English/Communications (9 hours)			ATU equivalent	Hours
ENGL	10103	Freshman English I	ENGL 1013 Composition I	3
ENGL	10203	Freshman English II	ENGL 1023 Composition II	3
SPCH	10003	Oral Communication	COMM 2003 Public Speaking	3

Math (3 hours)			ATU equivalent	Hours
MATH	11003	College Algebra ²	MATH 1113 College Algebra ²	3

U.S. History/Government (3 hours)			ATU equivalent	Hours
PLSC	20003	Introduction to U.S. Government <i>or</i>	POLS 2003 American Government	3
HIST	21103	The U.S. to 1876 <i>or</i>	HIST 2003 U.S. History to 1877	3
HIST	21203	The U.S. since 1876	HIST 2013 U.S. History since 1877	3

World History (3 hours)			ATU equivalent	Hours
HIST	11103	World Civilization to 1660 <i>or</i>	HIST 1503 World History to 1500	3
HIST	11203	World Civilization since 1660	HIST 1513 World History since 1500	3

Fine Arts (3 hours)			ATU equivalent	Hours
ARHS	10003	Fine Arts – Visual <i>or</i>	ART 2123 Experiencing Art	3
MUSC	25003	Fine Arts – Musical <i>or</i>	MUS 2003 Introduction to Music	3
THTR	25003	Fine Arts – Theatre	TH 2273 Introduction to Theatre	3

Literature (3 hours)			ATU equivalent	Hours
ENGL	21103	World Literature to 1660 <i>or</i>	ENGL 2003 Intro. to World Literature	3
ENGL	21203	World Literature since 1660 <i>or</i>	GEHM 2XXX Gen. Ed. Humanities Credit	3
PHIL	11003	Introduction to Philosophy	PHIL 2003 Introduction to Philosophy	3

Social Sciences (3 hours)			ATU equivalent	Hours
PSYC	10103	Introduction to Psychology	PSY 2003 General Psychology	3

Lab Sciences (8 hours)			ATU equivalent	Hours
BIOL	10004	Biology for General Education	BIOL 1014 Intro. to Biological Science	4
BIOL	10104	Principles of Biology	BIOL 1114 Principles of Biology	4
BIOL	10304	General Botany	BIOL 2134 Principles of Botany	4

BIOL	10504	Principles of Zoology	GENS 1XXX Gen. Ed. Credit Lab Science	4
BIOL	20004	Microbiology	BIOL 2054 Microbiology for Health Science	4
BIOL	24004	Human Anat. and Physiology I	GENS 1XXX Gen. Ed. Credit Lab Science	4
BIOL	24104	Human Anat. and Physiology II	GENS 1XXX Gen. Ed. Credit Lab Science	4
CHEM	14104	General Chemistry I	CHEM 2120/2124 Gen. Chem. I and Lab	4
CHEM	14204	General Chemistry II	CHEM 2130/2134 Gen. Chem II and Lab	4
PHSC	10004	Physical Science	PHSC 1013/1021 Intro. to Phy. Sci and Lab	4
PHSC	11004	Earth Science	GEOG 1004 Essentials of Earth Science	4
PHYS	20104	General Physics I	PHYS 2000/2014 Algebra-Based Physics w/Lab I	4
PHYS	20204	General Physics II	PHYS 2010/2024 Algebra-Based Physics w/Lab II	4
PHYS	20304	University Physics I	PHYS 2000/2114 Calculus-Based Physics w/Lab I	4
PHYS	20404	University Physics II	PHYS 2010/2124 Calculus-Based Physics w/Lab II	4

Directed Courses			ATU equivalent	Hours
ACCT	20003	Principles of Accounting I	ACCT 2000/2004 Acct. Principles I w/lab	3-4
ACCT	20103	Principles of Accounting II	ACCT 2013 Accounting Principles II	3
CPSI	10003	Microcomputer Applications I	COMS 1003 Intro to Microcomputer App. ¹	3
ECON	21003	Principles of Macroeconomics	ECON 2003 Principles of Macroeconomics	3
ECON	22003	Principles of Microeconomics	ECON 2013 Principles of Microeconomics	3
BLAW	20003	The Legal Environment of Business	BLAW 2033 Legal Environment of Business	3
MATH	10843	Calculus with Business Application	MATH 2243 Calculus for Business and Economics	3
BUSI	21003	Business Statistics	STAT 2163 Intro to Statistical Methods	3
BUSI	10103	Introduction to Business	BUAD 1113 Introduction to Business	3

Arkansas Tech University Courses (60 credit hours)

MATH	2223	Quantitative Business Analysis ²	3
BDA	2003	Business Problem Solving	3
MGMT	3003	Principles of Management	3
ENGL	2053	Technical Writing	3
MKT	3043	Principles of Marketing	3
MKT	3063	Social Media Marketing	3
MKT	3083	Retailing and the Virtual Marketplace	3
BDA	3013	Business Spreadsheet Modeling	3
FIN	3063	Business Finance	3
MGMT	3103	Operations Management	3
MKT	3153	Marketing Research and Analysis	3
MKT	3163	Consumer Behavior	3
MKT	4013	Digital Metrics	3
MKT	4063	Integrated Marketing Communication in a Digital Age	3
MKT	4143	Marketing Strategy	3
MGMT	4013	Management Information Systems ⁴	3
MGMT	4083	Business Policy	3
		Marketing Elective (3000-4000) ⁴	3
		General Elective ⁴	3
		Approved Elective ^{3,4}	3

¹ Allow sub COMS 1003 for BUAD 2003

² Students who have two years of high school algebra with a grade of "C" or better and a math ACT score of 22 or above may omit College Algebra and enroll directly in [MATH 2223](#) Quantitative Business Analysis. If omitted, an

additional 3 hours of electives will be required. Students considering graduate school are advised to use free elective hours to take [MATH 2914](#) Calculus I.

³ Approved 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
- [MGMT 4113](#) Managerial Issues in Electronic Commerce

⁴ 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 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
- [MKT 6113](#) Strategic Social Media Marketing can replace any marketing elective.