



2+2 Degree Plan (2020-2021 Catalog)
Associate of Science in Business – Black River Technical College
Bachelor of Science in Digital Marketing- Arkansas Tech University



Black River Technical College (62 credit hours)

General Education Requirements (41 credit hours)

English/Communications (9 hours)			ATU equivalent	Hours
ENG	1003	Freshman English I	ENGL 1013 Composition I	3
ENG	1013	Freshman English II	ENGL 1023 Composition II	3
SCOM	1203	Oral Communications	COMM 2173 Business and Professional Speaking	3

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

Math (9 hours)			ATU equivalent	Hours
MATH	1023	College Algebra	MATH 1113 College Algebra ¹	3
MATH	2143	Business Calculus	MATH 2223 Quantitative Business Analysis	3
QM	2113	Business Statistics	BUAD 2053 Business Statistics	3

Note: "C" or better required in Math.

U.S. History/Government (3 hours)			ATU equivalent	Hours
HIST	1013	World Civilization to 1600 OR	HIST 1503 World History to 1500	3
HIST	1023	World Civilization since 1660 OR	HIST 1513 World History since 1500	
POSC	2103	U.S. Government	POLS 2003 American Government	

Social Sciences (6 hours)			ATU equivalent	Hours
HIST	2763	The U.S. to 1876 OR	HIST U.S. History to 1877 OR	3
HIST	2773	The U.S. since 1876 AND	HIST U.S. History since 1877 AND	3
SOC	2213	Principles of Sociology	SOC 1003 Introductory Sociology ²	

Fine Arts/Humanities (6 hours)			ATU equivalent	Hours
FAV	2503	Fine Arts Visual OR	ART 2123 Experiencing Art OR	3
FAM	2503	Fine Arts Musical OR	MUS 2003 Introduction to Music OR	
FAT	2203	Fine Arts Theater OR	TH 2273 Introduction to Theater OR	
ENG	2003	Introduction to World Lit. I OR	ENGL 2003 Introduction to World Lit. OR	3
ENG	2013	Introduction to World Lit. II	GEHM 2XXX General Education Humanities	

Lab Sciences (8 hours)			ATU equivalent	Hours
BIOL	1004	Biological Science with Lab AND	BIOL 1014 Introduction to Biological Science* AND	4
GSP	1004	Physical Science & Lab	PHSC 1013 Introduction to Physical Science* AND	3
			PHSC 1021 Physical Science Laboratory	1

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

Black River Technical College Courses

Associate Degree Electives (21 credit hours)

			ATU equivalent	Hours
BUAD	1013	Introduction to Business	BUAD 1111 Introduction to Business General Elective	1 2
ACCT	2003	Financial Accounting	ACCT 2003 Accounting Principles I ACCT 2000 Accounting Principles Lab	3 0
ACCT	2013	Managerial Accounting	ACCT 2013 Accounting Principles II	3
CA	1903	Computer Conc	BUAD 2003 Business Information Systems	3
LAW	2023	Legal Environment	BLAW 2033 Legal Environment of Business	3
ECON	2313	Principles of Macroeconomics	ECON 2003 Principles of Economics I	3
ECON	2323	Principles of Microeconomics	ECON 2013 Principles of Economics II	3

Arkansas Tech University Courses (60 credit hours)

BDA	2003	Business Information Systems	3
BDA	2003	Business Problem Solving	3
COMS	1333	Web Publishing	3
BUAD	3023	Business Communications	3
MKT	3083	Retailing and the Virtual Market Place	3
MKT	3063	Social Media Marketing	3
MKT	3043	Principles of Marketing	3
MKT	3163	Consumer Behavior	3
MGMT	3003	Management & Organizational Behavior	3
MKT	4013	Digital Metrics	3
MKT	4063	IMC in a Digital Age	3
MGMT	3103	Operations Management	3
FIN	3063	Business Finance	3
MGMT	4013	Management Information Systems	3
MKT	3153	Marketing Research and Analysis	3
MGMT	4083	Business Policy	3
MKT	4143	Marketing Strategy	3
		Approved Elective from List ²	3
		College of Business Electives (3000-4000)	6

¹Students who have two years of high school algebra with a grade of "C" or better and a math ACT score of 22 or above and enroll directly in **MATH 2223 Quantitative Business Analysis**.

²Approved 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

***At least 40 of the total hours required for graduation must be 3000-4000 level.**