



2+2 Degree Plan (2020-2021 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 ² | 3 |
| MATH | 2023 | Calculus for Business | MATH 2243 Calculus for Business & Economics ³ | 3 |

Note: Must earn "C" or better in MATH 1203.

| U.S. History/Government (3 hours) | | | ATU equivalent | Hours |
|--|------|---------------------------|---|--------------|
| HIST | 2003 | U.S. History I OR | HIST 2003 U.S. History to 1877 OR | 3 |
| HIST | 2013 | U.S. History II OR | HIST 2013 U.S. History since 1877 OR | 3 |
| PSCI | 2003 | American Government | POLS 2003 American Government | 3 |

| Social Sciences (12 hours) | | | ATU equivalent | Hours |
|-----------------------------------|------|------------------------------------|---|--------------|
| HIST | 1003 | Western Civilization I OR | HIST 1503 World History to 1500 OR | 3 |
| HIST | 1013 | Western Civilization II AND | HIST 1513 World History since 1500 AND | 3 |
| SOC | 2013 | Sociology AND | SOC 1003 Introductory Sociology AND | 3 |
| ECON | 2453 | Macroeconomics AND | ECON Principles of Economics I AND | 3 |
| ECON | 2463 | Microeconomics | ECON Principles of Economics II | 3 |

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

| Fine Arts/Humanities (6 hours) | | | ATU equivalent | Hours |
|---------------------------------------|------|---------------------------------|--|--------------|
| ART | 2003 | Art Appreciation OR | ART 2123 Experiencing Art OR | 3 |
| MUS | 2003 | Music Appreciation OR | MUS 2003 Introduction to Music OR | 3 |
| THEA | 2003 | Theatre Appreciation AND | TH 2273 Introduction to Theater AND | 3 |
| ENG | 2213 | World Literature I OR | ENGL 2003 Introduction to World Lit. OR | 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* AND PHSC 1021 Physical Science Lab | 3 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 AND General Elective Credit | 3 |
| ACCT | 2003 | Accounting I | ACCT 2003 Accounting Principles I AND 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 | Intro to Computers | COMS 1003 Intro to Computer Based Systems ⁴ | 3 |
| MATH | 2003 | Intro to Statistics | BUAD 2053 Business Statistics | 3 |

Arkansas Tech University Courses (58 credit hours)

| | | | | |
|------|------|---|--|---|
| COMS | 1333 | Web Publishing I | | 3 |
| BDA | 2003 | Business Problem Solving | | 3 |
| MGMT | 3103 | Operations Management | | 3 |
| FIN | 3063 | Business Finance | | 3 |
| MGMT | 3003 | Management and Organizational Behavior | | 3 |
| BUAD | 3023 | Business Communications | | 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 Analytics | | 3 |
| MKT | 3163 | Consumer Behavior | | 3 |
| MGMT | 4013 | Management Information Systems | | 3 |
| MGMT | 4083 | Business Policy | | 3 |
| MKT | 4013 | Digital Metrics | | 3 |
| MKT | 4063 | IMC in a Digital Age | | 3 |
| MKT | 4143 | Marketing Strategy | | 3 |
| | | College of Business Electives (3000-4000 level) | | 6 |
| | | Approved Electives ⁵ | | 4 |

¹ Allow sub COMM 2003 for COMM 2173

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 Allow sub MATH 2243 for MATH 2223

⁴ Allow sub of COMS 1003 for BUAD 2003

⁵Approved 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

*See appropriate alternatives or substitutions in "General Education Requirements".

Note: Students must complete a minimum of 40 hours of 3000-4000 level coursework.