



2+2 Degree Plan
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

ENGL	10103	Composition I	ENGL 1013 Composition I	3
ENGL	10203	Composition II	ENGL 1023 Composition II	3
SPCH	10003	Introduction to Oral Communications	COMM 2003 Public Speaking	3

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

Mathematics (6 hours)

ATU equivalent

Hours

MATH	11003	College Algebra	MATH 1113 College Algebra ²	3
MATH	22003	Calculus for Business	MATH 2243 Calculus for Business & Economics ⁵	3

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

U.S. History and Government (3 hours)

ATU equivalent

Hours

HIST	21103	U.S. History I	HIST 2003 U.S. History to 1877 ¹	3
HIST	21203	U.S. History II	HIST 2013 U.S. History since 1877 ¹	3
PLSC	20003	American Government	POLS 2003 American Government ¹	3

Social Sciences (12 hours)

ATU equivalent¹

Hours

HIST	11103	World Civilization I OR	HIST 1503 World History to 1500 ¹	3
HIST	11203	World Civilization II AND	HIST 1513 World History since 1500 ¹	3
SOCI	10103	Introduction to Sociology AND	SOC 1003 Introductory Sociology	3
ECON	21003	Macroeconomics OR	ECON Principles Macroeconomics	3
ECON	22003	Microeconomics AND	ECON Principles of Microeconomics	3

Fine Arts/Humanities (6 hours)

ATU equivalent

Hours

ART	10003	Art Appreciation OR	ART 2123 Experiencing Art ¹	3
MUSC	10003	Music Appreciation OR	MUS 2003 Introduction to Music ¹	3
THTR	10003	Theatre Appreciation AND	TH 2273 Introduction to Theater ¹	3
ENGL	21103	World Literature I OR	ENGL 2003 Introduction to World Literature ¹	3
ENGL	21203	World Literature II	GEHM 2XXX General Education Humanities	3

Lab Sciences (8 hours)

ATU equivalent

Hours

BIOL	10104	Fundamentals of Biology	BIOL 1114 Principles of Biology ¹	4
PHSC	10004	Physical Science	PHSC 1013 Introduction to Physical Science ¹	3
			PHSC 1021 Physical Science Lab	1

University of Arkansas Community College-Morrilton Courses
Associate Degree Electives (18 credit hours)

ATU equivalent				Hours
BUSI	10103	Introduction to Business	BUAD 1111 Introduction to Business General Elective Credit	3
ACCT	20003	Principles of Accounting I	ACCT 2003 Accounting Principles I ACCT 2000 Accounting Principles I Lab	3
ACCT	20103	Principles of Accounting II	ACCT 2013 Accounting Principles II	3
BLAW	20003	Business Law	BLAW 2033 Legal Environment of Business	3
CPSI	10003	Introduction to Computers	COMS 1003 Intro to Computer Based Systems	3
MATH	21003	Introduction to Statistics	STAT 2163 Introduction to Statistical Methods	3

Arkansas Tech University Courses (63 credit hours)

COMS ART	1333 2213	Web and Mobile Technologies OR Digital Skills	3
ECON ECON	2003 2103	Principles of Macroeconomics <i>or</i> Principles of Microeconomics	3
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

¹ See appropriate alternatives or substitutions in “[General Education Requirements](#)”.

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

⁴This 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.

⁵ Allow sub MATH 2243 for MATH 2223