

2018-2019 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 _____ ENGL 0404 _____ READ 0103 _____ MATH 0803 _____ MATH 0903 _____ MATH 1110 _____ COMS 1003 _____

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 | # | May omit MATH 1113, if Math ACT is 22+. If omitted, must complete an addl. 3 hrs of electives. | |
| BUAD 1111-Intro to Business | 1 | | | |
| 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 Publishing I | 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 2003 | |
| *ACCT 2003-Accounting Principles I (ACTS=ACCT 2003) | 3 | | Milestone | |
| *ECON 2003-Principles of Economics I (ACTS=ECON 2103) | 3 | | Milestone | |
| Science with lab | 4 | | | |
| *BDA 2003-Business Problem Solving | 3 | | | |
| *BLAW 2033-Legal Environment of Business | 3 | | | |
| Total hours | 16 | GPA | | |

| Semester 4 | Hrs. | Grade | Milestones/Notes | Semester 4 |
|--|-----------|------------|--|------------|
| *ACCT 2013-Accounting Principles II (ACTS=ACCT 2013) | 3 | | *Must complete 18 hrs of COB foundation courses to enroll in 3000-4000 level business courses. | |
| *ECON 2013-Principles of Economics II (ACTS=ECON 2203) | 3 | | | |
| Science with lab | 4 | | | |
| MKT 3043-Principles of Marketing | 3 | | | |
| *BUAD 2053-Business Statistics (ACTS=BUSI 2103) | 3 | | Milestone | |
| 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 <http://acts.adhe.edu/>

| 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 2003 Introduction to World Literature (ACTS=ENGL2113) | Science with Lab |
| ENGL 2013 Intro. to American Literature (ACTS=ENGL2653) | BIOL 1014- Intro. to Biological Science (ACTS= BIOL1004) |
| ENGL 2023 Honors World Literature | BIOL/PHSC 1004- Principles of Environmental Science |
| PHIL 2003 Introduction to Philosophy (ACTS=PHIL1103) | GEOL 1014- Physical Geology (ACTS= GEOL 1114) |
| PHIL 2043 Honors Introduction to Philosophy | PHSC 1013/1021- Physical Sci/Lab (ACTS= PHSC 1004) |
| PHIL 2053 Introduction to Critical Thinking (ACTS=PHIL 1003) | |

Sample Schedule

| Semester 5 | Hrs. | Grade | Milestones/Notes | Semester 5 |
|--|-----------|------------|---|------------|
| BUAD 3023-Business Communications | 3 | | Must complete a min of 54 hrs & cumulative GPA of 2.00 to enroll in COB 3000-4000 level courses | |
| ECON 3003-Money & Banking | 3 | | | |
| MGMT 3003-Management & Organizational Behavior | 3 | | | |
| MKT 3063-Social Media Marketing | 3 | | | |
| MKT 3083-Retailing and the Virtual Marketplace | 3 | | | |
| Total hours | 15 | GPA | 50% of COB courses must be completed at Tech. | |

| Semester 6 | Hrs. | Grade | Milestones/Notes | Semester 6 |
|---|-----------|------------|-----------------------------|------------|
| ACCT 3063-Managerial Accounting | 3 | | | |
| FIN 3063-Business Finance | 3 | | | |
| MGMT 3103-Operations Management | 3 | | | |
| MKT 3153-Marketing Research and Analytics | 3 | | | |
| MKT 3163-Consumer Behavior | 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 | | 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 | 3 | | | |
| General Elective | 3 | | | |
| Total hours | 12 | GPA | | |

General Electives: 9 hours (1000-4000 level)

indicates a "C" or better is required

Shading indicates courses that would directly apply to the AS-Business Admin degree.

| **Approved Electives |
|--|
| COMS 2333-Web Publishing II |
| JOUR 3173-Public Relations Principles |
| MKT 4053-Sport and Event Marketing |
| MKT 4033-Internship in Marketing I |
| MKT 4093-International Marketing |
| MKT 3103-Selling and Sales Management |
| MGMT 4103-Supply Chain Management |
| MGMT 4113-Managerial Issues in Electronic Commerce |