

2023-2024 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 _____ MATH 0803 _____ MATH 0903 _____ MATH 1110 _____

Sample Schedule	Milestones/Notes	
Semester 1	Hrs.	Grade
ENGL 1013-Comp I (ACTS=ENGL 1013)	3	#
MATH 1113-College Algebra (ACTS=MATH 1103)	3	#
BUAD 1111-Intro to Business	1	
BUAD 2003-Business Information Systems	3	#
Fine Arts & Humanities	3	
COMS 1333-Web and Mobile Technologies	3	
Total hours	16	GPA

Semester 2	Hrs.	Grade
ENGL 1023-Comp II (ACTS=ENGL 1023)	3	#
MATH 2223-Quantitative Business Analysis	3	#
COMM 2173-Business & Professional Speaking	3	
Science with lab	4	
US History and Government	3	
Total hours	16	GPA

Semester 3	Hrs.	Grade
ACCT 2000 - Accounting Principles I Lab	0	
*ACCT 2004-Accounting Principles I (ACTS=ACCT 2003)	4	
*ECON 2003-Principles of Macroeconomics (ACTS=ECON2103)	3	
Fine Arts and Humanities	3	
*BDA 2003-Business Problem Solving	3	
*BLAW 2033-Legal Environment of Business	3	
Total hours	16	GPA

Semester 4	Hrs.	Grade
*ACCT 2013-Accounting Principles II (ACTS=ACCT 2013)	3	
*ECON 2013-Principles of Microeconomics (ACTS=ECON2203)	3	
Science with lab	4	
MKT 3043-Principles of Marketing	3	
STAT 2163-Intro to Stat. Methods (ACTS=MATH 2103) or	3	
PSY/SOC 2053-Stat. for the Behavioral Sciences	3	
Total hours	16	GPA

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 by searching keyword "ACTS" at <https://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 U.S. History to 1877 (ACTS=HIST2113)
TH 2273 Introduction to Theatre (ACTS=DRAM 1003)	HIST 2013 U.S. History since 1877 (ACTS=HIST2123)
ENGL/JOUR 2173 Introduction to Film	POLS 2003 American Government (ACTS=PLSC2003)
ENGL 2003 Introduction to World Literature (ACTS=ENGL2113)	
ENGL 2013 Intro. to American Literature (ACTS=ENGL2653)	
PHIL 2003 Introduction to Philosophy (ACTS=PHIL1103)	
PHIL 2053 Introduction to Critical Thinking (ACTS=PHIL 1003)	
1013 from SPAN, FR, GER, JPN, CHIN, or LAT	
1023 from SPAN, FR, GER, JPN, CHIN, or LAT	
LEAD 2003 Ethics in Leadership	

University Honors students should consult Course Catalog for appropriate Fine Arts/Humanities, US History/Government and Social Science options for University Honors Curriculum.

Sample Schedule	Milestones/Notes	
Semester 5	Hrs.	Grade
ENGL 2053-Technical Writing (ACTS=ENGL 2023)	3	
MKT 3083-Retailing and the Virtual Marketplace	3	
MGMT 3003-Principles of Management	3	
MKT 3063-Social Media Marketing	3	
BDA 3013- Business Spreadsheet Modeling	3	
Total hours	15	GPA

Semester 6	Hrs.	Grade
MKT 3163-Consumer Behavior	3	
FIN 3063-Business Finance	3	
MGMT 3103-Operations Management	3	
MKT 3153-Marketing Research and Analysis	3	
MKT Elective (3000-4000)	3	
Total hours	15	GPA

Semester 7	Hrs.	Grade
MGMT 4013-Management Information Systems	3	
MKT 4013-Digital Metrics	3	
MKT 4063-Integrated Marketing Communication in a Digital Age	3	
Approved Elective	3	
General Elective	3	
Total hours	15	GPA

Semester 8	Hrs.	Grade
MGMT 4083-Business Policy	3	
MKT 4143-Marketing Strategy	3	
General Elective	3	
General Elective	2	
Total hours	11	GPA

General Electives: 9 hours (1000-4000 level)
indicates a "C" or better is required

Shading indicates courses that would directly apply to the ABA-Business Admin degree.	
**Approved Electives	MKT 4053-Sport and Event Marketing
COMS 2333-Web Publishing II	MKT 4093-International Marketing
JOUR 3173-Public Relations Principles	MGMT 4103-Supply Chain Management
MKT 3103-Selling and Sales Management	MGMT 4113-Managerial Issues in Electronic Commerce
MKT 4033-Internship in Marketing I	

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. Students may apply in their junior year; however, they must have completed a minimum of 90 credit hours towards the Bachelor degree and have earned a minimum GPA of 3.0 or higher in those undergraduate courses to be eligible. Once approved, the student will be conditionally admitted into the MBA program. The following graduate level courses can be used to replace upper-division undergraduate courses as follows:

- BDA 6203 Business Information Analysis can replace MGMT 4073 Special Topics in Management
- MGMT 6203 Decision Modeling in Supply Chain Management can replace MGMT 4103 Supply Chain Management
- MGMT 6103 Organizational Management and Leadership can replace MGMT 4213 Strategy and Leadership