

2026-2027 Degree Map-Bachelor of Science in Business Administration-Digital Marketing

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 <https://catalog.atu.edu/>

#Remedial Courses (if applicable): ENGL 0303 _____ MATH 0903 _____ MATH 1110 _____

Possible Careers: Agency Account Management/Client Services, Brand/Content/Product Marketing, Digital Advertising, E-Commerce and Web Marketing

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 1113-Intro to Business	3			
BUAD 2003-Business Information Systems	3	#		
Fine Arts & Humanities	3		Join a student organization or interest group	
Total hours	15	GPA		

Semester 2	Hrs.	Grade	Milestones/Notes	Semester 2
ENGL 1023-Comp II (ACTS=ENGL 1023)	3	#	Attend a career fair to observe	
MATH 2223-Quantitative Business Analysis	3	#	Milestone	
COMM 2173-Business & Professional Speaking	3		COMM 2003 may substitute	
Science with lab	4			
US History and Government	3			
Total hours	16	GPA		

Semester 3	Hrs.	Grade	Milestones/Notes	Semester 3
ACCT 2000-Accounting Principles I Lab	0		Co-Requirement for ACCT 2004	
*ACCT 2004-Accounting Principles I (ACTS=ACCT 2003)	4	#	Milestone	
*ECON 2003-Principles of Macroeconomics (ACTS=ECON2103)	3		Milestone	
Fine Arts and Humanities	3		*Must complete 18 hrs of LSSB foundation courses to enroll in 3000-4000 level business courses	
*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		Review your degree plan with your academic advisor	
*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		Meet with faculty about career paths in your field	
PSY/SOC 2053-Stat. for the Behavioral Sciences	3			
Total hours	16	GPA	MKDM 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 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 Survey of Music History (ACTS=MUSC1003)	HIST 2003 U.S. History to 1877 (ACTS=HIST2113)
TH 2273 Introduction to Theatre (ACTS=DRAM 1003)	HIST 1014 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)	Science with Lab
ENGL 2013 Intro. to American Literature (ACTS=ENGL2653)	BIOL 1014- Intro. to Biological Science (ACTS= BIOL1004)
PHIL 2003 Introduction to Philosophy (ACTS=PHIL1103)	BIOL/PHSC 1004- Principles of Environmental Science
PHIL 2053 Introduction to Critical Thinking (ACTS=PHIL 1003)	GEOL 1014- Physical Geology (ACTS= GEOL 1114)
1013 from SPAN, FR, GER, JPN, CHIN, or LAT	University Honors students should consult Course Catalog for appropriate Fine Arts/Humanities, US History/Government and Social Science options for University Honors Curriculum.
1023 from SPAN, FR, GER, JPN, CHIN, or LAT	
LEAD 2003 Ethics in Leadership	

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

Sample Schedule

Semester 5	Hrs.	Grade	Milestones/Notes	Semester 5
ENGL 2053-Technical Writing (ACTS=ENGL 2023)	3		Prereq: ENGL 1023	
MKT 3083-Retailing and the Virtual Marketplace	3		2.00 GPA to enroll in 3000-4000 level LSSB courses	
MGMT 3003-Principles of Management	3			
MKT 3063-Social Media Marketing	3			
BDA 3013-Business Spreadsheet Modeling	3		Update résumé and LinkedIn with Career Services support	
Total hours	15	GPA		

Semester 6	Hrs.	Grade	Milestones/Notes	Semester 6
MKT 3163-Consumer Behavior	3		50% of LSSB courses must be completed at ATU	
FIN 3063-Business Finance	3			
MGMT 3103-Operations Management	3			
MKT 3153-Marketing Research and Analysis	3		Attend a career fair or networking event	
General Elective	3			
Total hours	15	GPA	APPLY FOR GRADUATION	

Semester 7	Hrs.	Grade	Milestones/Notes	Semester 7
MGMT 4013-Management Information Systems	3		See Note 1	
MKT 4013-Digital Metrics	3		Create a job search timeline (3-6 months early)	
MKT 4063-Integrated Marketing Communication in a Digital Age	3			
Approved Elective**	3		See Note 1	
General Elective	3		Finalize résumé, cover letter, and references	
Total hours	14	GPA		

Semester 8	Hrs.	Grade	Milestones/Notes	Semester 8
MGMT 4083-Business Policy	3			
MKT 4143-Marketing Strategy	3			
General Elective	3		See Note 1	Graduation Requirements: Min. hours 3000-4000 level courses: 40 No more than 4 PE elective hours Min. hours required:120 2.00+ GPA
MKT Elective (3000-4000)	3		See Note 1	
Total hours	12	GPA		

General Electives: 9 hours (1000-4000 level) LSSB = Lemoyne School of Business

indicates a "C" or better is required

**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	

Note 1: 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 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