

Transfer Agreement Checklist

Associate of Science in Business

BBA Marketing – Advertising IMC

Phillips Community College of the University of Arkansas

Associate of Science in Business ^{1,2,3}

2017-2018

English / Communications (12 credit hours)				UA Little Rock	Semester	Hours	Grade
EH	113	English Composition I		RHET 1311		3	
EH	123	English Composition II		RHET 1312		3	
SP	243	Fundamentals of Speech		ACOM 1300		3	
EH	233	World Literature I or		ENGL 2337		3	
EH	243	World Literature II		CORE HUMA			
Sciences and Mathematics (11 credit hours)				UA Little Rock	Semester	Hours	Grade
		One Course from Life Sciences Listings				4	
		One Course from Physical Sciences Listings				4	
MS	123	College Algebra (or higher course) ⁸		MATH 1302		3	
Fine Arts and Humanities (6 credit hours)				UA Little Rock	Semester	Hours	Grade
FA	213/223	Fine Arts I or II or		ARHA 2305/FNAR 2301		3	
MSC	223	Music Appreciation or		MUHL 2305			
SP	123	Introduction to Theatre		THEA 2305			
PHIL	153	Introduction to Philosophy or		PHIL 1310		3	
EH	233/243	World Literature I or II or		ENGL 2337/CORE HUMA			
EH	263	African-American Literature or Foreign Language Elective		ENGL 2000			
Social Science (9 credit hours)				UA Little Rock	Semester	Hours	Grade
HY	213	US History I or		HIST 2311		3	
HY	223	US History II		HIST 2312			
HY	113	History of Western Civilization I or		HIST 1311		3	
HY	123	History of Western Civilization II		HIST 1312			
PSY	213	General Psychology or		PSYC 2300		3	
SY	213	Fundamentals of Sociology or		SOCI 2300			
ES	223	Principles of Microeconomics (Note: The College of Business at UALR prefers PSY 213)		ECON 2322			
Physical Education (1 credit hour)				UA Little Rock	Semester	Hours	Grade
PEAC	XXXX	One PEAC Course				1	
Computer Technology (3 credit hours)				UA Little Rock	Semester	Hours	Grade
CT	114	Computer Information Systems ⁷		CPSC 1370		3	
Business Core (18 credit hours)				UA Little Rock	Semester	Hours	Grade
BAN	213	Principles of Accounting I		ACCT 2310		3	
BAN	223	Principles of Accounting II		ACCT 2330		3	
BAN	233	Legal Environment of Business		MKTG 2380		3	
BAN	263	Business Communication		MGMT 2320		3	
BMGT	283	Business Statistics		TRAN 2000		3	
ES	213	Principles of Macroeconomics		ECON 2323		3	
Recommended Electives (if not taken above)⁸ (6 credit hours)				UA Little Rock	Semester	Hours	Grade
ES	223	Principles of Microeconomics		ECON 2322		3	
MS	223	Survey of Calculus (or higher Calculus course)		MATH 1342		3	

PCCUA Total Hours: **60-66**

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University of Arkansas at Little Rock 2017-2018 Bachelor of Business Administration Marketing – Advertising IMC⁴

Professional Business Courses (28 credit hours)			Semester	Hours	Grade
BSAD	2010/4010	Career Catalyst ⁶		0	
BSAD	3100	Business Professionalism		1	
BINS	3305	Management Information Systems		3	
BINS	3352	Data Analysis and Visualization		3	
BINS	3380	Business Communication		3	
ECON	3355	Quantitative Business Analysis		3	
FINC	3310	Business Finance		3	
MGMT	3300	Principles of Management		3	
MGMT	3304	Operations Management		3	
MGMT	4380	Business Strategy (Capstone Course)		3	
MKTG	3350	Principles of Marketing		3	

Marketing Major Requirements (15 credit hours)			Semester	Hours	Grade
ADVT	3300	Advertising: An IMC Approach		3	
MKTG	3353	Professional Selling		3	
MKTG	3385	Consumer Analysis and Behavior		3	
MKTG	4310	Marketing Research		3	
MKTG	4385	Marketing Management (Capstone Course)		3	

Marketing Electives (3 credit hours)			Semester	Hours	Grade
ARST	2318	Computer Applications in Art or			
ENGL	2336	Introduction to Creative Writing or			
RHET	4305	Document Design or			
RHET	4371	Writing on the Web or			
MGMT	4365	Business Consulting or		3	
IBUS	4316	Field Study in International Business or			
ACOM	3300	Interpersonal Communication or			
ACOM	3320	Advanced Public Speaking			

Advertising/IMC Emphasis (12 credit hours)			Semester	Hours	Grade
ADVT	3310	Advertising: IMC Development		3	
ADVT	3340	Public Relations		3	
ADVT	4320	Advertising: IMC Implementation		3	
MKTG		Upper Level Elective		3	
ADVT					

UA Little Rock Total Hours: 58-64

Total Hours: 120⁵

¹ See your advisor at Phillips Community College of the University of Arkansas for degree and graduation information.

² UA Little Rock transfer course designations are either guaranteed by ACTS (acts.adhe.edu) or have been approved as a substitution by UA Little Rock. Unless otherwise noted, courses for which no UA Little Rock equivalent course is listed would transfer in as elective credit.

³ Students completing the Associate of Science in Business degree requirements, as shown above, with minimum 2.25 cumulative GPA and a grade of C or greater in Composition II and College Algebra, will have satisfied the UA Little Rock Lower Level Core requirements and will be admitted to the College of Business and the Bachelor of Business Administration degree program as a junior.

⁴ For more specific information about degree requirements within the junior and senior years at UA Little Rock, please review the UA Little Rock Undergraduate Catalog (<http://ualr.edu/catalogs/undergraduate-catalog>) and consult your UA Little Rock academic advisor.

⁵ This degree program requires a total of 120 semester credit hours, including at least 45 upper level credit hours completed at UA Little Rock.

⁶ The Career Catalyst program is a co-curricular degree requirement of College of Business majors. All students take BSAD 2010, Introduction to Career Catalyst upon declaring a major in the College. Over the period of their College of Business coursework, students must complete at least one activity in each of five career development areas. In the semester a student applies for graduation, he or she also registers for BSAD 4010, Career Catalyst Completion to have their activities certified.

⁷ The UA Little Rock business core requires students to demonstrate proficiency with use of information technology through testing.

⁸ The PCCUA in Business Administration degree does not include Business Calculus, which is required for UA Little Rock College of Business majors and is a prerequisite to several business core classes. Additionally, both Microeconomics and Macroeconomics should be completed prior to moving to Upper Level courses. Lastly, BAN 263, Business Communications will not transfer for credit as BINS 3380, but simply as an elective. If these classes are completed at PCCUA, then the necessary work at UA Little Rock includes only the Upper Level courses noted on this sheet.