

**Arkansas State University**  
**Minor in Marketing**  
**2016-2017**

Student Name: \_\_\_\_\_

ID#: \_\_\_\_\_

Prefix & Number	Course Name	Grade	Alternate Course	Sem. Hours
ACCT 2023 <b>or</b> ACCT 2033	Fundamental Accounting Concepts <b>or</b> Intro to Financial Accounting			3
ECON 2333 <b>or</b> ECON 2323	Economic Issues and Concepts <b>or</b> Principles of Microeconomics			3
MKTG 3013	Marketing			3
<b>Select Three Jr/Sr (3000/4000) Marketing Electives</b>				
<ul style="list-style-type: none"> <li>• Students may also substitute PR 4113, Integrated Marketing Communications for one of these electives</li> </ul>				
MKTG				3
MKTG				3
MKTG				3
<b>Total Hours Required for Minor:</b>				<b>18</b>

**NOTE:** Student must maintain a minimum GPA of 2.25 or a grade of at least a "C" for each course in the minor.

**\*\*The Econ and Acct courses listed are prerequisites for MKTG 3013**