

# Arkansas State University

## MARKETING - Marketing Management Emphasis, B.S. Advising Worksheet (2016-2017)

Name \_\_\_\_\_

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

<p><b>GENERAL EDUCATION REQUIREMENTS</b> (35 Sem Hrs)</p> <p><b>Communications</b></p> <ul style="list-style-type: none"> <li>❖ ENG 1003, Composition I _____</li> <li>❖ ENG 1013, Composition II _____</li> </ul> <p>COMS 1203, Oral Communications _____</p> <p><b>Mathematics</b></p> <ul style="list-style-type: none"> <li>❖ MATH 2143, Business Calculus _____</li> </ul> <p><b>Sciences</b></p> <p><i>See the 2015-2016 catalog for complete list of choices</i></p> <p>BIOL 1003 or other Biological Science _____</p> <p>BIOL 1001 or other Biological Science Lab _____</p> <p>PHSC 1203 or other Physical Science _____</p> <p>PHSC 1201 or other Physical Science Lab _____</p> <p><b>Arts &amp; Humanities - One of the following:</b></p> <p>ART 2503, Fine Arts Visual _____</p> <p>MUS 2503, Fine Arts Musical _____</p> <p>THEA 2503, Fine Arts Theatre _____</p> <p><b>One of the following:</b></p> <p>ENG 2003, World Literature to 1660 _____</p> <p>ENG 2013, World Literature from 1660 _____</p> <p>PHIL 1103, Intro to Philosophy _____</p> <p><b>American History/Government-One of the following:</b></p> <p>HIST 2763, United States to 1876 _____</p> <p>HIST 2773, United States since 1876 _____</p> <p>POSC 2103, Intro to US Government _____</p> <p><b>Social Sciences</b></p> <ul style="list-style-type: none"> <li>❖ ECON 2313, Principles of Macroeconomics _____</li> </ul> <p><b>One of the following:</b></p> <p>ANTH 2233, Intro to Cult Anthropology _____</p> <p>SOC 2213, Intro to Sociology _____</p> <p><b>UNIVERSITY REQUIREMENT</b> (3 Sem Hrs)</p> <p><b>First Year Experience</b></p> <p>BUSN 1003, Making Connections: Business _____</p> <p>(Waived if transferring in 14 or more hours)</p>	<p><b>COLLEGE OF BUSINESS CORE COURSES</b> (39 Sem Hrs)</p> <ul style="list-style-type: none"> <li>❖ ACCT 2033, Intro to Financial Accounting _____</li> <li>❖ ACCT 2133, Intro to Managerial Accounting _____</li> <li>❖ CIT 1503, Microcomputer Applications _____</li> <li>❖ ECON 2113, Business Statistics _____</li> <li>❖ ECON 2323, Principles of Microeconomics _____</li> </ul> <p>BCOM 2563, Business Communications _____</p> <p>LAW 2023, Legal Environment of Business _____</p> <p><b>❖ <i>Must have completed 54 hours and all <u>bulleted</u> lower-level classes before enrolling in upper-level Business Courses.</i></b></p> <p>CIT 3013, Management Information Systems _____</p> <p>CIT 3523, Operations Management _____</p> <p>FIN 3713, Business Finance _____</p> <p>MGMT 3123, Principles of Management _____</p> <p>MKTG 3013, Marketing _____</p> <p><b>MGMT 4813, Strategic Management</b> _____</p> <p><b>(Can <u>only</u> be taken after all core has been completed; last semester before graduation)</b></p> <hr/> <p><b>ELECTIVES</b> (19 Sem Hrs)</p> <p>Must include 3 upper- level hours</p> <p>3-Hour Upper-Level Elective _____</p> <p style="text-align: center;"><b>ELECTIVES</b></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>MARKETING, Marketing Management</b> (24 Sem Hrs)</p> <p><b>MAJOR (15 Sem Hrs)</b></p> <p>MKTG 3023, Applied Research <b>(F, S)</b> _____</p> <p>MKTG 3163, Supply Chain Mgmt <b>(F, S)</b> _____</p> <p>MKTG 4043, Consumer Behavior <b>(F, S)</b> _____</p> <p>MKTG 4083, Mktg Res Design &amp; Analys <b>(F, S)</b> _____</p> <p>MKTG 4223, Marketing Management <b>(F, S)</b> _____</p> <p><b>MARKETING MANAGEMENT EMPHASIS (3 Sem Hrs)</b></p> <p>MKTG 4113, International Marketing <b>(F)</b> _____</p> <p><b>Select two of the following: (6 Sem Hrs)</b> <b>(At least one course must be Marketing)</b></p> <p>ACCT 3053, Cost with a Managerial Emphasis <b>(F, Sum)</b></p> <p>BCOM 3573, Managerial Communications <b>(F)</b></p> <p>CIT 4453, Global E-Commerce <b>(S)</b></p> <p>ECON 4343, Managerial Economics <b>(F)</b></p> <p>MGMT 3183, Entrepreneurship <b>(S)</b></p> <p>MKTG 3033, Advertising &amp; Promotion <b>(DEM)</b></p> <p>MKTG 3043, Retailing <b>(DEM)</b></p> <p>MKTG 3063, Transportation <b>(S)</b></p> <p>MKTG 3093, Professional Selling &amp; Sales Mgmt <b>(DEM)</b></p> <p>MKTG 3173, Category Management <b>(F)</b></p> <p>MKTG 3193, Sales Planning and Management <b>(S, SUM)</b></p> <p>MKTG 4073, Social Media Marketing <b>(S)</b></p> <p>MKTG 4103, Concepts of Business Logistics <b>(F)</b></p> <p>MKTG 4123, Organizational Purchasing <b>(S)</b></p> <p>MKTG 4133, International Logistics &amp; Outsourcing <b>(F)</b></p> <p>MKTG 4143, Advanced Category Management <b>(S)</b></p> <p>MKTG 4213, Marketing Analytics <b>(F)</b></p> <p>MKTG 4283, Marketing Internship <b>(DEM)</b></p> <p>MKTG 4323, Advanced Sales <b>(S, SUM)</b></p> <p>MKTG 4343, Sports Marketing <b>(SUM)</b></p> <p>MKTG 4393, Social and Nonprofit Marketing <b>(DEM)</b></p> <p>_____</p> <p><b>Total coursework must be at least 120 semester hours.</b></p> <p><b>Each student should study the Undergraduate Bulletin and become familiar with the organization, policies, and regulations of the university. Failure to do this may result in mistakes for which the student will be held responsible.</b></p> <p>_____</p>
		<p>ADVISOR SIGNATURE _____ DATE _____</p>

# DEGREE REQUIREMENTS

## 2016-2017 B.S. Degree

For a more detailed enumeration of all academic requirements and regulations for the Bachelor's Degree, see the 2015-2016 *Undergraduate Bulletin*.

1. Correct number of hours presented for degree.
2. Forty-five (45) junior/senior hours after the completion of 54 semester hours.
3. Completed or enrolled in all required/elective courses.
4. Completed the following courses with a grade of "C" or better:
  - ENG 1003, Composition I**
  - ENG 1013, Composition II**
  - MATH 2143, Business Calculus**
  - ACCT 2033, Intro to Financial Acct**
  - CIT 1503, Microcomputer Applications**
5. Completed HIST 2763 or 2773, U.S. History or POSC 2103, U.S. Government.
6. Completed ANTH 2233, Intro to Cultural Anthropology or SOC 2213, Principles of Sociology
7. At least 2.25 grade point average overall (including transfer and ASU work) and at least 2.25 GPA at ASU.
8. Minimum grade point average of at least 2.25 calculated on the last grade for each course in the business core or at least a "C" in each course in the core.
9. Minimum grade point average of at least 2.25 calculated on the last grade earned for each course in the major or at least a "C" in each course in the major.
10. Other requirements:
  - a. 32 ASU residence hours.
  - b. 30 of last 36 hours, ASU-Jonesboro.
  - c. At least 50% of the business credit hours required for a baccalaureate degree must be earned in the ASU-Jonesboro College of Business.
  - d. Complete a minimum of 50% of major work at ASU-Jonesboro.
  - e. Credit by correspondence, exam (including CLEP), evaluated military service, and USAFI not to exceed 25%. A maximum of 30 semester hours can be earned by examination.

- f. Minor (optional) all requirements met (at least 2.25 GPA). Students may have both a major and minor in the College of Business but at least 6 hours in the minor cannot be used to complete the general education and major requirements. (College of Business majors may not have a minor in General Business.)
- g. Double Major (Optional) all requirements met (at least 2.25 GPA). Students may have a double major in the College of Business, but work for both majors must be completed at the same time.
- h. Second Degree, students must meet the degree requirements under the provisions of the catalog in effect at the time the second degree is awarded. If the first degree was awarded by ASU, the student must only complete the remaining degree requirements in residence. If the first degree was not awarded by ASU, the student must complete a minimum of 32 hours in residence at ASU and meet requirements of the degree sought
- i. Students are required to demonstrate proficiency in basic computer skills in order to be awarded the degree. This proficiency must be satisfied before enrollment in ECON 2113 Business Statistics in either one of two ways:
  - (1.) Completing CIT 1503-Microcomputer Applications with a grade of "C" or better
  - (2.) Completing CS 1013- Intro to Computers with a grade of "C" or better
11. Fill out an online "Application/Intent to Graduate Form," when registering for the final enrollment period. (If the student is unable to graduate at the end of the term for which application has been made, a new form must be submitted during the next term in which the student expects to graduate).
12. Students must complete graduation requirements under the provisions of an ASU-Jonesboro catalog that is not more than seven years old at the time of the student's graduation, provided the student was enrolled in residence at a regionally accredited institution of higher education during the year the catalog was in effect. The 2015-2016 degree plan expires with the August Commencement in 2022.