### GENERAL EDUCATION REQUIREMENTS (43-44) Sem Hrs)

**Communication, Mathematics, and Health & Wellness**
- *ENG 1003, Freshman English I__
- *ENG 1013, Freshman English II__
- *MATH 2143, Business Calculus__
- PE 1002, Concepts of Fitness or__
- NRS 2203 Basic Human Nutrition__

**Sciences**
- See the 2011-2012 catalog for complete list of choices
- BIOL 1003 or other Biological Science__
- BIOL 1001 or other Biological Science Lab__
- PHSC 1203 or other Physical Science__
- PHSC 1201 or other Physical Science Lab__

**Arts & Humanities—Three of the following**
- Must include one fine arts and one humanities
- MUS 2503, Fine Arts Musical__
- THEA 2503, Fine Arts Theatre__
- ART 2503, Fine Arts Visual__
- ENG 2003, Intro to Lit of WWI__
- ENG 2103, Intro to Lit of WWII__
- PHIL 1103, Intro to Philosophy__

**Understanding Global Issues—One of the following**
- AGRI 2243, Feeding the Planet__
- **ANTH 2233, Intro To Cult Anthropology**
- GEOG 2613, Intro To Geography__
- HIST 1013, World Civ To 1660__
- HIST 1023, World Civ From 1660__
- IB 1013, The Global Challenge__

**Social Sciences—Three of the following**
- One must be from HIST 2763, HIST 2773 or POSC 2103
- ECON 2313, Prin of Macroeconomics__
- ECON 2333, Econ Issues & Concepts__
- HIST 2763, United States to 1876__
- HIST 2773, United States from 1876__
- JOUR/RTV1003, Mass Com in Modern Society__
- POSC 1003, Intro to Politics__
- POSC 2103, Intro to US Government__
- PSY 2013, Intro to Psychology__
- **SOC 2213, Intro to Sociology**

**Critical Thinking—One of the following**
- PHIL 1103, Intro to Philosophy__
- PHIL 1503, Logic & Practical Reasoning__
- SPCH/SCOM 1203, Oral Communications__

### COLLEGE OF BUSINESS CORE COURSES (36-45) Sem Hrs)

- * CIT 1503, Microcomputer Applications^__
- *ACCT 2033, Intro to Financial Accounting__
- *ACCT 2133, Intro to Managerial Accounting__
- *ECON 2313, Prin of Macroeconomics^__
- *ECON 2323, Prin of Microeconomics^__
- *ECON 2113, Business Statistics__
- LAW 2023, Legal Envir of Business__
- BCOM 2563, Business Communications__
- SCOM 1203, Oral Communications^__

**Must have completed 54 hours of General Education and all Lower-level Core courses with a (*) before enrolling in the following courses.**

- FIN 3713, Business Finance__
- MGMT 3153, Organizational Behavior__
- CIT 3013, Mgmt Info System__
- CIT 3523, Operations Mgmt__
- MKTG 3013, Marketing__
- **MGMT 4813, Strategic Mgmt**

**(To be taken last semester before graduation)**

- University Requirement (3sem hrs)
- Freshman Year Experience
- BUSN 1003, Making Connections: Business__

To be taken first semester as entering freshman (waive if transferring in 13 or more hours)

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.

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**MAJOR REQUIREMENTS—MARKETING** (24 Sem Hrs)

- MKTG 3023, Applied Research__
- MKTG 3163, Supply Chain Mgmt__
- MKTG 4043, Consumer Behavior__
- MKTG 4083, Marketing Research Design & Analysis__
- MKTG 4223, Marketing Management__

**Select two of the following (At least one (1) course must be Marketing)**

- ACCT 3053, Cost with a Managerial Emphasis__
- BCOM 3573, Managerial Communications__
- CIT 4453, Global E-Commerce__
- ECON 4343, Managerial Economics__
- MKTG 3033, Advertising__
- MKTG 3183, Entrepreneurship__
- MKTG 3043, Retailing__
- MKTG 3063, Transportation__
- MKTG 3093, Professional Selling & Sales Management__
- MKTG 4023, Services Marketing__
- MKTG 4103, Concepts of Business Logistics__
- MKTG 4123, Organizational Purchasing__
- MKTG 4133, International Logistics & Outsourcing__
- MKTG 4283, Marketing Internship__
- MKTG 4343, Sports Marketing__
- MKTG 4393, Social and Nonprofit Marketing__

**Electives** (7-20 Sem Hrs) must include 3 upper-level hours

TOTAL HOURS (must be at least 126 Semester Hours)

3-hour Upper Level Elective

(See code for *, **, ^ and # on back.)
DEGREE REQUIREMENTS
2011-2012 B.S. Degree (Marketing Emphasis Marketing Management)

For a more detailed enumeration of all academic requirements and regulations for the Bachelor's Degree, see the 2011-2012 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, Freshman English I**
   - **ENG 1013, Freshman English II**
   - **MATH 2143, Business Calculus**
   - **CIT 1503, Microcomputer Applications**
   - **ACCT 2033, Intro to Financial Acct**
6. Completed at least one HIST course in General Education Requirements.
7. Completed ANTH 2233, Intro/Culture Anthropology or SOC 2213, Principles of Sociology.
8. At least 2.25 grade point average overall (including transfer and ASU work) and at least 2.25 GPA at ASU.
9. 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.
10. 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.
11. Other requirements:
   a. **32 ASU residence hours.**
   b. **57 hours from a four-year institution.**
   c. **30 of last 36 hours, ASU-Jonesboro.**
   d. **At least 50% of the business credit hours required for a baccalaureate degree must be earned in the ASU-Jonesboro College of Business.**
   e. **Complete a minimum of 50% of major work at ASU-Jonesboro.**
   f. **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.**
   g. **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 can’t be used to complete the general education and major requirements. (College of Business majors may not have a minor in General Business.)**

h. **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.**

i. **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.**

j. **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, or CS 1013-Intro to Computers, or an approved alternate course with a grade of “C” or better
   2. Pass the COB hands-on exam.

11. **File an “Intent to Graduate,” card, register for graduation and pay the graduation fee 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 Intent to Graduate form must be filed 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 2011-2012 degree plan expires with the August Commencement in 2018.**

* These courses must be completed before upper-level business courses can be taken.

** ANTH 2233 or SOC 2213 must be taken as business major.

^ Required only if not taken as part of the general education requirements.

# See 11(j)