

MARKETING MAJOR – Emphasis: Marketing Management B.S. Degree (2006-2007)

Name _____

ID# _____

ALTERNATE
GRADE COURSE

GENERAL EDUCATION REQUIREMENTS (46 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 2006-2007 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 2013, Intro to Lit of WWII _____
 - PHIL 1103, Intro to Philosophy _____

Understanding Global Issues-One of the following

- ****ANTH 2233, Into To Cult Anthropology _____
- GEOG 2613, Into To Geography _____
- HIST 1013, World Civ To 1660 _____
- HIST 1023, World Civ From 1660 _____

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 _____
 - 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 _____

Enhancement (3 hrs)-See the 2006-2007 bulletin or visit the web site: Registrar.astate.edu/bulletin.htm

Freshman Year Experience

BUSN 1913, Making Connections: Business _____

To be taken first semester as entering freshman
(waived if transferring in 30 or more hours)

Computer Proficiency: Please check one completed:

- _____ CIT 1503 "C" or better _____ Alternate course _____
- _____ CS 1043 "C" or better _____ COB hands-on exam _____

ADVISOR SIGNATURE _____

DATE _____

ALTERNATE
GRADE COURSE

COLLEGE OF BUSINESS CORE COURSES (36-42 Sem Hrs)

- *ACCT 2003, Prin of Accounting I _____
- *ACCT 2013, Prin of Accounting II _____
- *ECON 2313, Prin of Macroeconomics ** _____
- *ECON2323, Prin of Microeconomics _____
- *ECON 2113, Business Statistics _____
- LAW 2023, Legal Envir of Business _____
- BCOM 2563, Business Communications _____
- SCOM 1203, Oral Communications ** _____

Take all courses listed below after you have 54 earned hours:

- 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)

MAJOR REQUIREMENTS-MARKETING (24 Sem Hrs)

- MKTG 3023, Applied Research _____
- MKTG 3033, Adv & Promotion _____
- MKTG 3073, Marketing Planning _____
- MKTG 4063, Supply Chain Mgmt _____
- MKTG 4083, Marketing Research Design & _____
- Analysis _____

Emphasis Area-Management

- MKTG 4113, International Mktg _____

Two of the following and 3 hours must be from the first seventeen courses (6 sem hrs)

- MKTG 3043, Retailing _____
- MKTG 3063, Transportation _____
- MKTG 3093, Professional Selling & Sales Management _____
- MKTG 4013, Service and Non-Profit Mktg _____
- MKTG 4043, Consumer Behavior _____
- MKTG 4053, Electronic Marketing _____
- MKTG 4223, Marketing Management _____
- MKTG 4283, Marketing Internship _____
- MKTG 435V, Internet Marketing (1.5 hour course) _____
- MKTG 436V, Direct Marketing (1.5 hour course) _____
- MKTG 431V, Health Care Marketing (1.5 hour course) _____
- MKTG 432V, Customer Relationship Management (1.5 hour course) _____
- MKTG 434V, Sports Marketing (1.5 hour course) _____
- MKTG 433V, Brand Management (1.5 hour course) _____
- MKTG 437V, Carrier Operations (1.5 hour course) _____
- MKTG 438V, Logistics Outsourcing (1.5 hour course) _____
- MKTG 439V, Social Marketing (1.5 hour course) _____
- ACCT 4003, Managerial Accounting _____
- BCOM 3573, Managerial Communications _____
- ECON 4333, Government Regulation of Business _____
- ECON 4343, Managerial Economics _____

3-hour Upper Level Elective _____

Electives (11-20 Sem Hrs) must include 3 upper-level hours
TOTAL HOURS (must be at least 126 Semester Hours)

- * These courses must be completed before upper-level business courses can be taken.
- ** Required only if not taken as part of the general education requirements.
- *** Prerequisite for MATH 2143 is MATH 1023 or 24 on the ACT in Math.
- **** ANTH 2233 or SOC 2213 must be taken as business major.

DEGREE REQUIREMENTS

2006-2007 B.S. DEGREE

For a more detailed enumeration of all academic requirements and regulations for the Bachelor's Degree, see the 2006-2007 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
ACCT 2003, Prin of Accounting I

5. Completed HIST 2763 or 2773, U.S. History or POSC 2103, U.S. Government.
6. Completed ANTH 2233, Int./Cul. Anthropology or SOC 2213, Principles of Sociology.
7. At least 2.25 grade point average overall (including transfer and ASU work) and an 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. 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 not be used to complete the general education and major requirements. (College of Business majors may not have a minor in Business Administration.)
 - 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 ASU and meet requirements of the degree sought.

- k. 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, CS 1043-Intro to Computers, or an approved alternate course with a grade of "C" or better, or
 - (2) passing 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 2006-2007 degree plan expires with the August Commencement in 2013.
13. Students must score at least 300 or above in order to pass the English component of the CAAP exam (AAGES-ESAY score) to satisfy their Enhancement requirement. If students do not meet the minimum score requirement. They will have to take **one** of the following English course: ENG 3013, Practical Writing; ENG 3043, Technical Writing; ENG 4703, Persuasive Writing.

ELECTIVES

Each student should thoroughly study the Undergraduate Bulletin and become completely familiar with the organization, policies, and regulations of the university. Failure to do this may result in serious mistakes for which the student will be held fully responsible.