



**ARKANSAS STATE UNIVERSITY**  
*Neil Griffin*  
**College of Business**

**Degree: Bachelor of Science**  
**Major: Marketing, International Business**  
**2018-2019**

Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, ACCUPLACER) may not be able to complete this program of study in eight (8) semesters. Developmental courses do not count toward total degree hours. **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions. In most cases, general education courses may be interchanged between semesters.** A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree.

Year 1				Year 1			
Fall Semester				Spring Semester			
Course No.	Course Name	Hrs	Gen Ed	Course No.	Course Name	Hrs	Gen Ed
BIOL 1001	Biology Lab	1	X	ART or MUS or THEA 2503	Fine Arts Visual, Musical, or Theatre	3	X
BIOL 1003	Biology	3	X	ENG 1013	Composition II	3	X
BUSN 1003	First Year Experience Business	3	X	MATH 2143	Business Calculus	3	X
CIT 1503	Microcomputer Applications	3		PHSC 1201	Physical Science Lab	1	X
ENG 1003	Composition I	3	X	PHSC 1203	Physical Science	3	X
MATH 1023 or Elective	College Algebra or Elective	3		Social Science Course	Pick one of the following: ANTH 2233, CMAC 1003, ECON 2333, GEOG 2613, HIST 1013, HIST 1023, POSC 1003, PSY 2013, SOC 2213	3	X
Total Hours		16		Total Hours		16	
Year 2				Year 2			
Fall Semester				Spring Semester			
Course No.	Course Name	Hrs	Gen Ed	Course No.	Course Name	Hrs	Gen Ed
ACCT 2033	Intro to Financial Accounting	3		ACCT 2133	Intro to Managerial Accounting	3	
ECON 2313	Principles of Macroeconomics	3	X	BCOM 2563	Business Communications	3	
ENG 2003 or ENG 2013 or PHIL 1103	World Literature I, World Literature II, or Intro to Philosophy	3	X	ECON 2113 or STAT 3233	Business Statistics or Applied Statistics	3	
HIST 2763 or HIST 2773 or POSC 2103	US History to 1876, US History from 1876, or Intro to US Gov.	3	X	ECON 2323	Prin of Microeconomics	3	
SCOM 1203	Oral Communications	3	X	LAW 2023	Legal Environment Business	3	
Total Hours		15		Total Hours		15	
Year 3				Year 3			
Fall Semester				Spring Semester			
Course No.	Course Name	Hrs	Gen Ed	Course No.	Course Name	Hrs	Gen Ed
CIT 3013	Management Information Systems	3		ECON 4143	Export Policy & Procedures	3	
CIT 3523	Operations Management	3		ELECTIVE	Any Level	3	
FIN 3713	Business Finance	3		MGMT 4123	International Management	3	
MGMT 3123	Principles of Management	3		MKTG 3023	Applied Research	3	
MKTG 3013	Marketing	3		GSCM 3163	Supply Chain Management	3	
Total Hours		15		Total Hours		15	
Year 4				Year 4			
Fall Semester				Spring Semester			
Course No.	Course Name	Hrs	Gen Ed	Course No.	Course Name	Hrs	Gen Ed
ELECTIVE	Any Level	3		ELECTIVE	Any Level	1	
FIN 3813	Int'l Financial Mgmt & Banking	3		MGMT 4813	Strategic Management	3	
MKTG 4083	Mktg Research Design & Analysis	3		MKTG 4043	Consumer Behavior	3	
MKTG 4113	International Marketing	3		MKTG 4223	Marketing Management	3	
GSCM 4133	Int'l Logistics & Outsourcing	3		MKTG or IB Elec	Select One of the Following: CIT 4453, ECON 4103, ECON 4363, IB 3013, IB 4133, IB 4283 or MGMT 3193	3	
Total Hours		15		Total Hours		13	
				Total Jr/Sr Hours: 45			
				Total Degree Hours: 120			

**Graduation Requirements:**

Completion of HIST 2763 or HIST 2773 or POSC 2103  
 English Proficiency (Grade of C or better in ENG 1003 and ENG 1013)  
 2.25 in major or at least a "C" in each course in major  
 2.25 overall and at least 2.00 GPA at ASU  
 2.25 in business core or at least a "C" in each core course  
 50 % of business requirements completed at ASU-Jonesboro  
 Maximum of 30 credit hours via correspondence, extension, examination, PLA, Military or similar means; CLEP (30 hrs max)  
 45 JR/SR Hours **after completing 30 hours**  
 120 Total Credit Hours  
 30 of last 36 hours at ASU-Jonesboro  
 32 ASU residence hours  
 Must have grade of C or better in MATH 2143, ACCT 2033, and CIT 1503.