

# MARKETING MAJOR – Emphasis: Marketing Management B.S. Degree (2009-2010)

Name \_\_\_\_\_

Phone \_\_\_\_\_

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

E-mail \_\_\_\_\_

	GRADE	ALTERNATE COURSE
<b>GENERAL EDUCATION REQUIREMENTS (46-50 Sem Hrs)</b>		
<b>Communication, Mathematics, and Health &amp; Wellness</b>		
*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 2009-2010 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	_____	_____

## Freshman Year Experience

BUSN 1003, Making Connections: Business	_____	_____
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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	_____

	GRADE	ALTERNATE COURSE
<b>COLLEGE OF BUSINESS CORE COURSES (36-42 Sem Hrs)</b>		

*ACCT 2033, Intro to Financial Acct	_____	_____
*ACCT 2133, Intro to Managerial Acct	_____	_____
*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	_____	_____
<b>MGMT 4813, Strategic Mgmt</b>	_____	_____

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

## MAJOR REQUIREMENTS-MARKETING (24 Sem Hrs)

MKTG 3023, Applied Research	_____	_____
MKTG 4043, Consumer Behavior	_____	_____
MKTG 4223, Marketing Management	_____	_____
MKTG 3163, Supply Chain Mgmt	_____	_____
MKTG 4083, Marketing Research Design & Analysis	_____	_____
<b>Emphasis Area-Management</b>	_____	_____
MKTG 4113, International Mktg	_____	_____

## Two of the following (At least one (1) course must be Mktg)

MKTG 3043, Retailing	_____	_____
MKTG 3063, Transportation	_____	_____
MKTG 3093, Professional Selling & Sales Management	_____	_____
MKTG 4013, Service and Non-Profit Mktg	_____	_____
MKTG 3033, Adv & Promotion	_____	_____
MKTG 4283, Marketing Internship	_____	_____
MKTG 4103, Concepts of Business Logistics	_____	_____
MKTG 4133, International Logistics & Outsourcing	_____	_____
MKTG 4123, Organizational Purchasing	_____	_____
ACCT 3053, Cost with a Managerial Emphasis	_____	_____
BCOM 3573, Managerial Communications	_____	_____
ECON 4343, Managerial Economics	_____	_____
CIT 4453, Global E-Commerce	_____	_____
MGMT 3183, Entrepreneurship	_____	_____

**Electives** (10-20 Sem Hrs) must include 3 upper-level hours  
TOTAL HOURS (must be at least 126 Semester Hours)

3-hour Upper Level Elective \_\_\_\_\_

- \* 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.

ADVISOR SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

# DEGREE REQUIREMENTS

## 2009-2010 B.S. DEGREE

For a more detailed enumeration of all academic requirements and regulations for the Bachelor's Degree, see the 2009-2010 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 2033, Intro to Fin. Acct.**

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 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 2009-2010 degree plan expires with the August Commencement in 2016.

### ELECTIVES

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**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.**