

Arkansas State University-Jonesboro
Degree: Bachelor of Science
Major: Marketing - Mktg Mgmt Emphasis
2011-2012

Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) 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. Mandatory state and institutional assessment exams will be required during your degree program. **Failure to participate in required assessments may delay graduation.**

Year 1				Year 1			
Fall Semester				Spring Semester			
Course No.	Course Name	Hrs	Gen Ed	Course No.	Course Name	Hrs	Gen Ed
ENG 1003	Composition I	3	X	ENG 1013	Composition II	3	X
PE 1002	Concepts of Fitness	2	X	MATH 2143	Bus Calculus	3	X
HIST 1023	World Civ From 1660	3	X	CHEM 1013 or PHSC 1203 or GEOL 1003 or PHYS 1003 or PHYS 2034 or PHYS 2054	Gen Chemistry I or Physical Science or Environmental Geology or Intro to Space Science or University Physics I or General Physics I	3	X
SOC 2213	Intro to Sociology	3	X	CHEM 1011 or PHSC 1201 or GEOL 1001 or PHYS 1101	Gen Chem I Lab or Physical Science Lab or Environmental Geology Lab or Space Science Lab (<i>Physics courses include lab</i>)	1	X
BUSN 1003	Making Connections-Business	3	X	ENG 2013	Intro to Lit of WWII	3	X
MATH 1023	College Algebra	3	X	Elective 1000/2000	Elective	3	
Total Hours		17		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
SCOM 1203	Oral Communications	3	X	MUS 2503	Fine Arts Musical	3	X
ART 2503	Fine Arts Visual	3	X	ACCT 2033	Intro to Financial Acct.	3	
ECON 2313	Prin of Macroeconomics	3	X	ECON 2323	Prin of Macroeconomics	3	
BIOL 1003 or BIOL 1033 or BIOL 1043 or BIOL 1063 or BIO 2013 or BIO 2103	Biological Science or Biology of Sex or Plants and People or People and Environment or Biology of the Cell or Microbiology	3	X	ECON 2113	Bus Statistics	3	
BIOL 1001 or BIOL 1001 or BIOL 1001 or BIOL 1001 or BIO 2021 or BIO 2101	Biological Science Lab	1	X	CIT 1503 OR CS 1013	Computer Proficiency	3	X
HIST 2773	United States From 1876	3	X	Elective 1000/2000	Elective	2	
Total Hours		16		Total Hours		17	
Year 3				Year 3			
Fall Semester				Spring Semester			
Course No.	Course Name	Hrs	Gen Ed	Course No.	Course Name	Hrs	Gen Ed
ACCT 2133	Intro to Managerial Acct.	3		FIN 3713	Business Finance	3	
LAW 2023	Legal Envir of Business	3		MKTG 3013	Marketing	3	
BCOM 2563	Business Communications	3		CIT 3013	Mgmt Inform Systems	3	
MGMT 3153	Organizational Behavior	3		CIT 3523	Operations Mgmt	3	
Elective 1000/2000	Elective	3		Elective 3000/4000	Elective	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
MKTG 3023	Applied Research	3		MGMT 4813	Strategic Mgmt	3	
MKTG 4043	Consumer Behavior	3		MKTG 4083	Marketing Research Design and Analysis	3	
Elective 3000/4000	Upper Level Marketing Elective	3		MKTG 4223	Marketing Management	3	
MKTG 3163	Supply Chain	3		Elective 3000/4000	Upper Level Mktg	3	
MKTG 4113	International Marketing	3		Elective	Student's Choice	3	
Total Hours		15		Total Hours		15	

Total Jr/Sr Hours

45

Total Degree Hours

126

Graduation Requirements:

Completion of HIST 2763 or HIST 2773 or POSC 2103
 Must take SOC 2213 or ANTH 2233
 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 2.25 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 54 hours
 126 Total Credit Hours
 30 of last 36 hours at ASU-Jonesboro
 Minimum of 57 hours from 4-year institutions
 32 ASU residence hours
 Must have grade of C or better in MATH 2143, ACCT 2033, and Computer Proficiency Course