

**Arkansas State University-Jonesboro**  
**Degree: Bachelor of Science**  
**Major: Marketing- Marketing Management**  
**2014-2015**

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.

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
MATH 1023 or Elective	College Algebra or Elective	3		Math 2143	Business Calculus	3	X
BUSN 1003	Making Connections in Business (FYE)	3	X	CIT 1503	Microcomputer Applications	3	
BIOL 1003	Biology	3	X	PHSC 1203	Physical Science	3	X
BIOL 1001	Biology Lab	1	X	PHSC 1201	Physical Science Lab	1	X
SOC 2213	Sociology	3	X	ART or MUS or THEA 2503	Fine Arts Visual, Musical, or Theatre	3	X
<b>Total Hours</b>		<b>16</b>		<b>Total Hours</b>		<b>16</b>	
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	ECON 2323	Prin of Microeconomics	3	
ENG 2003, ENG 2013, or PHIL 1103	World Literature I, World Literature II, or Intro to Philosophy	3	X	ECON 2113	Business Statistics	3	
COMS 1203	Oral Communications	3	X	LAW 2023	Legal Environment Business	3	
HIST 2763, HIST 2773, or POSC 2103	US History to 1876, US History from 1876, or Intro to US Gov.	3	X	BCOM 2563	Business Communications	3	
<b>Total Hours</b>		<b>15</b>		<b>Total Hours</b>		<b>15</b>	
Year 3				Year 3			
Fall Semester				Spring Semester			
Course No.	Course Name	Hrs	Gen Ed	Course No.	Course Name	Hrs	Gen Ed
CIT 3013	Mgmt Info System	3		CIT 3523	Operations Management	3	
Elective	Any Elective	3		Elective	Any Elective	3	
FIN 3713	Business Finance	3		MKTG 3023	Applied Research	3	
MGMT 3153	Organizational Behavior	3		MKTG 3163	Supply Chain Management	3	
MKTG 3013	Marketing	3		MKTG Elective	Select One of the Following	3	
<b>Total Hours</b>		<b>15</b>		<b>Total Hours</b>		<b>15</b>	
Year 4				Year 4			
Fall Semester				Spring Semester			
Course No.	Course Name	Hrs	Gen Ed	Course No.	Course Name	Hrs	Gen Ed
Elective	Upper Level Elective	3		Elective	Any Elective	3	
Elective	Any Elective	3		Elective	Any Elective	1	
MKTG 4083	Marketing Research	3		MGMT 4813	Strategic Management	3	
MKTG 4113	International Marketing	3		MKTG 4043	Consumer Behavior	3	
MKTG elective	Select One of the Following	3		MKTG 4223	Marketing Management	3	
<b>Total Hours</b>		<b>15</b>		<b>Total Hours</b>		<b>13</b>	

**Total Jr/Sr Hours** **45** **Total Degree Hours** **120**

**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**
- 120 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