

# Arkansas State University

## MARKETING MAJOR Emphasis Marketing Management B.S. Degree Plan (2012-2013)

Name \_\_\_\_\_

Phone \_\_\_\_\_

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

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

**GENERAL EDUCATION REQUIREMENTS** (35 Sem Hrs)

**Communications**

- \*ENG 1003, Freshman English I \_\_\_\_\_
- \*ENG 1013, Freshman English II \_\_\_\_\_
- SCOM 1203, Oral Communications \_\_\_\_\_

**Mathematics**

- \*MATH 2143, Business Calculus \_\_\_\_\_

**Sciences**

- See the 2012-2013 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**

**One of the following:**

- ART 2503, Fine Arts Visual \_\_\_\_\_
- MUS 2503, Fine Arts Musical \_\_\_\_\_
- THEA 2503, Fine Arts Theatre \_\_\_\_\_

**One of the following:**

- ENG 2003, Intro to World Lit I \_\_\_\_\_
- ENG 2013, Intro to World Lit II \_\_\_\_\_
- PHIL 1103, Intro to Philosophy \_\_\_\_\_

**American History/Government-One of the following**

- HIST 2763, United States to 1876 \_\_\_\_\_
- HIST 2773, United States since 1876 \_\_\_\_\_
- POSC 2103, Intro to US Government \_\_\_\_\_

**Social Sciences**

- \*ECON 2313, Prin of Macroeconomics \_\_\_\_\_

**One of the following:**

- ANTH 2233, Intro to Cult Anthropology \_\_\_\_\_
- SOC 2213, Intro to Sociology \_\_\_\_\_

**COLLEGE OF BUSINESS CORE COURSES** (39 Sem Hrs)

- \*#CIT 1503, Microcomputer Applications \_\_\_\_\_
- \*ACCT 2033, Intro to Financial Accounting \_\_\_\_\_
- \*ACCT 2133, Intro to Managerial Accounting \_\_\_\_\_
- \*ECON 2323, Prin of Microeconomics \_\_\_\_\_
- \*ECON 2113, Business Statistics \_\_\_\_\_
- LAW 2023, Legal Envir of Business \_\_\_\_\_
- BCOM 2563, Business Communications \_\_\_\_\_

***Must have completed 54 hours of General Education and all Lower-level Core courses with an (\*) before enrolling in Upper-level Business Courses.***

- 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)**

**University Requirement** (3 sem hrs)

**First Year Experience**

- BUSN 1003, Making Connections: Business \_\_\_\_\_
- To be taken first semester as entering freshman  
(Waive if transferring in 13 or more hours)

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

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

\_\_\_\_\_  
DATE

**MAJOR REQUIREMENTS-MARKETING**(24 Sem Hrs)

- MKTG 3023, Applied Research \_\_\_\_\_
- MKTG 3163, Supply Chain Mgmt \_\_\_\_\_
- MKTG 4043, Consumer Behavior \_\_\_\_\_
- MKTG 4083, Marketing Research Design & Analysis \_\_\_\_\_
- MKTG 4223, Marketing Management \_\_\_\_\_

**Emphasis Area-Marketing**

- MKTG 4113, International Mktg \_\_\_\_\_

**Select two of the following (At least one course must be Marketing)**

- ACCT 3053, Cost with a Managerial Emphasis
- BCOM 3573, Managerial Communications
- CIT 4453, Global E-Commerce
- ECON 4343, Managerial Economics
- MGMT 3183, Entrepreneurship
- MKTG 3033, Advertising & Promotion
- MKTG 3043, Retailing
- MKTG 3063, Transportation
- MKTG 3093, Professional Selling & Sales Management
- MKTG 4023, Services Marketing
- MKTG 4103, Concepts of Business Logistics
- MKTG 4123, Organizational Purchasing
- MKTG 4133, International Logistics & Outsourcing
- MKTG 4283, Marketing Internship
- MKTG 4343, Sports Marketing
- MKTG 4393, Social and Nonprofit Marketing

**Electives** (19 Sem Hrs)

Must include 3 upper-level hours

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

**Total coursework must be at least 120 semester hours**

(See code for \* and # on back.)

# DEGREE REQUIREMENTS

## 2012-2013 B.S. Degree (Marketing Emphasis Marketing Management)

For a more detailed enumeration of all academic requirements and regulations for the Bachelor's Degree, see the 2012-2013 *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**
  - CIT 1503, Microcomputer Applications**
  - ACCT 2033, Intro to Financial Acct**
5. Completed HIST 2763 or 2773, U.S. History or POSC 2103, U.S. Government.
6. Completed ANTH 2233, Intro to Cultural 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't be used to complete the general education and major requirements. (College of Business majors may not have a minor in General Business.)

- 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 at ASU and meet requirements of the degree sought
- j. 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, **or** CS 1013-Intro to Computers, **or** an approved alternate course with a grade of "C" or better
  - (2.) Pass 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 2012-2013 degree plan expires with the August Commencement in 2019.

\* These courses must be completed before upper-level business courses can be taken.

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