

MARKETING MAJOR – Emphasis: Marketing Management B.S. Degree (2008-2009)

Name _____

ID# _____

ALTERNATE
GRADE COURSE

GENERAL EDUCATION REQUIREMENTS (46 Sem. Hrs.)
Communication, Mathematics, and Health & Wellness

*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 2008-2009 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 _____

Enhancement (3 hrs)-See the 2008-2009 bulletin or visit the web site: Registrar.astate.edu/bulletin.htm

Freshman Year Experience

BUSN 1913, Making Connections: Business _____
 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 _____

ADVISOR SIGNATURE

DATE

ALTERNATE
GRADE COURSE

COLLEGE OF BUSINESS CORE COURSES (36-42 Sem Hrs)

*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 _____

MGMT 4813, Strategic Mgmt

(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 _____

Emphasis Area-Management

MKTG 4113, International Mktg _____

Two of the following (6 sem hrs)

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 431V, Health Care Marketing (1.5 hour course) _____
 MKTG 439V, Social Marketing (1.5 hour course) _____
 MKTG 4413, Sports Marketing _____
 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 _____

3-hour Upper Level Elective _____

Electives (11-20 Sem Hrs) must include 3 upper-level hours

TOTAL HOURS (must be at least 126 Semester Hours)

- * 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.

DEGREE REQUIREMENTS

2008-2009 B.S. DEGREE

For a more detailed enumeration of all academic requirements and regulations for the Bachelor's Degree, see the 2008-2009 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 2008-2009 degree plan expires with the August Commencement in 2015.

ELECTIVES

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.