



ARKANSAS STATE UNIVERSITY
Neil Griffin
College of Business

Marketing, Minor 2025-2026

Student Name: _____ ID#: _____ GPA: _____

Prefix and Number	Course Name	Grade	Semester	Sem. Hours
MKTG 3013	Marketing			3
MKTG 3033	Strategic Marketing Communications			3
MKTG 4043	Consumer Behavior			3
SELECT THREE UPPER LEVEL (3000/4000) MARKETING ELECTIVES				
<ul style="list-style-type: none">Students may also substitute STCM 4213 and/or STCM 4333 for one or two of the required three upper level MKTG courses.				
MKTG				3
MKTG				3
MKTG				3
Total Hours Required for Minor:				18

NOTE: Student must maintain a minimum GPA of 2.25 or a grade of at least a "C" for each course in the minor.