



ARKANSAS STATE UNIVERSITY
Neil Griffin
 College of Business

MARKETING
Degree Worksheet
2025-2026

Name: _____
 ID#: _____

Overall GPA: _____	Major/Emphasis GPA: _____
Institution GPA: _____	Overall Hours: _____
Core GPA: _____	40 UL Hours: _____

GENERAL EDUCATION (35 Sem Hours)	BUSINESS CORE (39 Sem Hours)	MAJOR REQUIREMENTS (30 Sem Hours)
COMMUNICATIONS	LOWER LEVEL BUSINESS CORE	MAJOR (12 Sem Hrs)
ENG 1003 - Composition I	ACCT 2033 - Intro to Financial Acct	MKTG 3033 - Strategic Marketing Comm
ENG 1013 - Composition II	ACCT 2133 - Intro to Managerial Acct	MKTG 4043 - Consumer Behavior
COMS 1203 - Oral Communications	BCOM 2563 - Business Communications	MKTG 4083 - Marketing Research
	ISBA 1503 - Microcomputer Apps	MKTG 4223 - Marketing Management
MATHMATICS	LAW 2023 - Legal Environment of Bus	
MATH 1023 - College Algebra	ECON 2113 - Business Statistics	ADDITIONAL Requirements (18 Sem Hrs)
<i>**Must make a C or better to receive credit.</i>		MKTG 3023 - Business Research Tools
	UPPER LEVEL BUSINESS CORE	
SCIENCES	FIN 3713 - Business Finance	Select TWO additional upper level MKTG Electives:
BIOL 1003 or Other Biological Science	GSCM 3163 - Supply Chain Management	
BIOL 1001 or other Biological Science Lab	ISBA 3013 - Mgmt Info Systems	
PHSC 1203 or other Physical Science	ISBA 3553 - Foundation of Bus Analytics	
PHSC 1201 or other Physical Science Lab	EMSL 3123 - Principles of Management	Select THREE of the following:
	MKTG 3013 - Marketing	MKTG 3093 - Professional Selling
FINE ARTS - PICK ONE:	EMSL 4813 - Strategic Management	MKTG 4023 - Services Marketing
ART 2503 - Fine Arts Visual	EMSL 4813 prerequisites are ECON 2313, ECON 2323, and all of the above Business Core classes. Strategic Mgmt must be completed in the graduating semester.	MKTG 4113 - International Marketing
MUS 2503 - Fine Arts Musical		MKTG 4213 - Marketing Analytics
THEA 2503 - Fine Arts Theatre	ELECTIVES (13 HR)	MKTG 428V - Marketing Internship
HUMANITIES - PICK ONE:		NOTES: *All courses listed <i>in red</i> require C's or higher to receive credit.
ENG 2003 - World Lit to 1660		*MGMT 4813 is to be completed in a students final semester.
ENG 2013 - World Lit since 1660		
PHIL 1103 - Intro to Philosophy		
US HISTORY OR GOVT - PICK ONE:		
HIST 2763 - US to 1876		
HIST 2773 - US since 1876		
POSC 2103 - Intro to US Government		
SOCIAL SCIENCES	UNIVERSITY REQUIREMENT (3 HRS)	Total coursework must be at least 120 semester hours. Each student should study the Undergraduate Bulletin and become familiar with the organizational, policies, and regulations of the university. Failure to do this may results in mistakes for which the student will be held responsible.
ECON 2313 - Prin of Macroeconomics	First Year Experience Business	
ECON 2323 - Prin of Microeconomics	(Waived if transferring in 13 plus hrs)	