



ARKANSAS STATE UNIVERSITY
Neil Griffin
 College of Business

Certificate in Marketing Analytics 2021-2022

Student Name: _____

ID#: _____

| Prefix & Number | Course Name | Grade | Alternate Course | Sem. Hours |
|--|---------------------|-------|------------------|------------|
| MKTG 3013 | Marketing | | | 3 |
| MKTG 4213 | Marketing Analytics | | | 3 |
| <p>Select two from the following:</p> <ul style="list-style-type: none"> • ISBA 3423, Data Visualization for Business • MKTG 3173, Category Management • MKTG 4313, Prescriptive Analytics | | | | |
| | | | | 3 |
| | | | | 3 |
| Total Hours Required for Minor: | | | | 12 |

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