



ARKANSAS STATE UNIVERSITY
Neil Griffin
 College of Business

MARKETING
 Degree Worksheet
2023-2024

Name: _____
 ID#: _____

| | |
|------------------------|---------------------------|
| Overall GPA: _____ | Major/Emphasis GPA: _____ |
| Institution GPA: _____ | Overall Hours: _____ |
| Core GPA: _____ | 45 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) |
| <i>ENG 1003 - Composition I</i> | <i>ACCT 2033 -Intro to Financial Acct</i> | MKTG 3033 - Strategic Marketing Comm |
| <i>ENG 1013 - Composition II</i> | <i>ACCT 2133 - Intro to Managerial Acct</i> | MKTG 4043 - Consumer Behavior |
| COMS 1203 - Oral Communications | BCOM 2563 - Business Communications | MKTG 4083 - Marketing Research |
| MATHEMATICS | <i>ISBA 1503 - Microcomputer Apps</i> | MKTG 4223 - Marketing Management |
| <i>MATH 1023 - College Algebra</i> | LAW 2023 - Legal Environment of Bus | ADDITIONAL Requirements (18 Sem Hrs) |
| <i>**Must make a C or better to receive credit.</i> | ECON 2113 or STAT 2003 | MKTG 3023 - Business Research Tools |
| SCIENCES | UPPER LEVEL BUSINESS CORE | Select TWO additional upper level MKTG Electives: |
| BIOL 1003 or Other Biological Science | FIN 3713 - Business Finance | |
| BIOL 1001 or other Biological Science Lab | GSCM 3163 - Supply Chain Management | |
| PHSC 1203 or other Physical Science | ISBA 3013 - Mgmt Info Systems | |
| PHSC 1201 or other Physical Science Lab | ISBA 3553 - Foundation of Bus Analytics | |
| FINE ARTS - PICK ONE: | MGMT 3123 - Principles of Management | Select THREE of the following: |
| ART 2503 - Fine Arts Visual | MKTG 3013 - Marketing | MKTG 3093 or MKTG 4023 or MKTG 4113 or MKTG 4213 |
| MUS 2503 - Fine Arts Musical | <i>MGMT 4813 - Strategic Management</i> | or MKTG 428V |
| THEA 2503 - Fine Arts Theatre | MGMT 4813 prerequisites are ECON 2313, ECON 2323, and all of the above Business Core classes. Strategic Mgmt must be completed in the graduating semester. | |
| HUMANITIES - PICK ONE: | ELECTIVES (13 HR) | |
| ENG 2003 - World Lit to 1660 | | |
| 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) | |
| ECON 2313 - Prin of Macroeconomics | First Year Experience Business | |
| ECON 2323 - Prin of Microeconomics | (Waived if transferring in 13 plus hrs) | |
| | | NOTES: *All courses listed <i>in red</i> require C's or higher to receive credit. |
| | | *MGMT 4813 is to be completed in a students final semester. |
| | | 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. |