



ARKANSAS STATE UNIVERSITY
Neil Griffin
College of Business

MARKETING
Degree Worksheet
2022-2023

Name: _____
ID#: _____

Overall GPA: _____	Major/Emphasis GPA: _____	#DIV/0!
Institution GPA: _____	Overall Hours: _____	
Core GPA: #DIV/0!	45 UL Hours: _____	

GENERAL EDUCATION (35 Sem Hours)

COMMUNICATIONS

ENG 1003 - Composition I

ENG 1013 - Composition II

COMS 1203 - Oral Communications

MATHMATICS

MATH 2143 - Business Calculus or

MATH 2194 or MATH 2204

SCIENCES

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

FINE ARTS - PICK ONE:

ART 2503 - Fine Arts Visual

MUS 2503 - Fine Arts Musical

THEA 2503 - Fine Arts Theatre

HUMANITIES - PICK ONE:

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

ECON 2313 - Prin of Macroeconomics

ECON 2323 - Prin of Microeconomics

BUSINESS CORE (39 Sem Hours)

All C's or Overall GPA of 2.250 or higher.

LOWER LEVEL BUSINESS CORE

ACCT 2033 -Intro to Financial Acct

ACCT 2133 - Intro to Managerial Acct

BCOM 2563 - Business Communications

CIT/ISBA 1503 - Microcomputer Apps

STAT 3233 - Applied Statistics

LAW 2023 - Legal Environment of Business

UPPER LEVEL BUSINESS CORE

CIT/ISBA 3013 - Mgmt Info Systems

ISBA 3553 - Foundation of Bus Analytics

FIN 3713 - Business Finance

GSCM 3163 - Supply Chain Management

MGMT 3123 - Principles of Management

MKTG 3013 - Marketing

MGMT 4813 - Strategic Management

(Can **ONLY** be taken after all core classes have been completed, taken in graduating semester.)

ELECTIVES (13 Sem Hours)

ELECTIVES

UNIVERSITY REQUIREMENT (3 HRS)

First Year Experience

BUSN 1003, First Year Business

(Waived if transferring in 13 plus hrs)

MAJOR (30 Sem Hours)

All C's or Overall GPA of 2.250 or higher.

MAJOR (12 Sem Hrs)

MKTG 3033 - Strategic Marketing Comm

MKTG 4043 - Consumer Behavior

MKTG 4083 - Marketing Research

MKTG 4223 - Marketing Management

ADDITIONAL Requirements (18 Sem Hrs)

MKTG 3023 - Business Research Tools

Select **TWO** additional upper level MKTG Electives:

Select **THREE** of the following:

MKTG 3093 or MKTG 4023 or MKTG 4113 or MKTG 4213 or MKTG 428V

NOTES: *All **Red Underlined** courses requires 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.