



ARKANSAS STATE UNIVERSITY
Neil Griffin
 College of Business

**Minor in Marketing
 2018-2019**

Student Name: _____

ID#: _____

| Prefix & Number | Course Name | Grade | Alternate Course | Sem. Hours |
|---|--|-------|------------------|------------|
| ACCT 2023 or ACCT 2033 | Fundamental Accounting Concepts or Intro to Financial Accounting | | | 3 |
| ECON 2323 or ECON 2333 | Principles of Microeconomics or Economic Issues and Concepts | | | 3 |
| MKTG 3013 | Marketing | | | 3 |
| Select Three Jr/Sr (3000/4000) Marketing Electives | | | | |
| <ul style="list-style-type: none"> Students may also substitute PR 4113, Integrated Marketing Communications for one of three upper-level Marketing 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.