



ARKANSAS STATE UNIVERSITY
Neil Griffin
 College of Business

Certificate in Marketing Analytics 2019-2020

Student Name: _____

ID#: _____

Prefix & Number	Course Name	Grade	Alternate Course	Sem. Hours
MKTG 3013	Marketing			3
MKTG 4213	Marketing Analytics			3
Select two from the following:				
MKTG 4253	Data Analytics and Visualization			
MKTG 3173	Category Management			
MKTG 4313	Prescriptive Analytics			
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.