ARKANSAS STATE UNIVERSITY
*Neil Griffin*
College of Business

# MARKETING

*Degree Worksheet*

**2024-2025**

Name: _____
ID#: _____

| | | | |
|---|---|---|---|
| **Overall GPA:** | | **Major/Emphasis GPA:** | |
| **Institution GPA:** | | **Overall Hours:** | |
| **Core GPA:** | | **40 UL Hours:** | |

## GENERAL EDUCATION (35 Sem Hours)

### COMMUNICATIONS

| | | |
|---|---|---|
| *ENG 1003 - Composition I* | | |
| *ENG 1013 - Composition II* | | |
| COMS 1203 - Oral Communications | | |

### MATHMATICS

| | | |
|---|---|---|
| *MATH 1023 - College Algebra* | | |
| ***Must make a C or better to receive credit.* | | |

### 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)

### LOWER LEVEL BUSINESS CORE

| | | |
|---|---|---|
| *ACCT 2033 -Intro to Financial Acct* | | |
| *ACCT 2133 - Intro to Managerial Acct* | | |
| BCOM 2563 - Business Communications | | |
| *ISBA 1503 - Microcomputer Apps* | | |
| LAW 2023 - Legal Environment of Bus | | |
| ECON 2113 - Business Statistics | | |

### UPPER LEVEL BUSINESS CORE

| | | |
|---|---|---|
| FIN 3713 - Business Finance | | |
| GSCM 3163 - Supply Chain Management | | |
| ISBA 3013 - Mgmt Info Systems | | |
| ISBA 3553 - Foundation of Bus Analytics | | |
| MGMT 3123 - Principles of Management | | |
| MKTG 3013 - Marketing | | |
| ***MGMT 4813 - Strategic Management*** | | |

**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.**

### ELECTIVES (13 HR)

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### UNIVERSITY REQUIREMENT (3 HRS)

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|---|---|---|
| **First Year Experience Business** | | |

(Waived if transferring in 13 plus hrs)

## MAJOR REQUIREMENTS (30 Sem Hours)

### 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)

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|---|---|---|
| MKTG 3023 - Business Research Tools | | |

### Select TWO additional upper level MKTG Electives:

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|---|---|---|
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### Select THREE of the following:

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

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|---|---|---|
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NOTES: *All courses listed ***in red*** 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.