



ARKANSAS STATE UNIVERSITY
Neil Griffin
 College of Business

**Minor in Marketing
 2019-2020**

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.