

Arkansas State University
Minor in Marketing
2017-2018

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 2333 or ECON 2323	Economic Issues and Concepts or Principles of Microeconomics			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.