

Arkansas State University-Jonesboro
Degree: Bachelor of Science
Major: Marketing, Marketing Management Emphasis
2016-2017

Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters. Developmental courses do not count toward total degree hours. **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions. In most cases, general education courses may be interchanged between semesters.** A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree.

| Year 1 | | | | Year 1 | | | |
|------------------------------------|---|-----------|--------|-------------------------|---|-----------|--------|
| Fall Semester | | | | Spring Semester | | | |
| Course No. | Course Name | Hrs | Gen Ed | Course No. | Course Name | Hrs | Gen Ed |
| ENG 1003 | Composition I | 3 | X | ENG 1013 | Composition II | 3 | X |
| MATH 1023 or Elective | College Algebra or Elective | 3 | | Math 2143 | Business Calculus | 3 | X |
| BUSN 1003 | Freshman Year Experience Business | 3 | X | SOC 2213 | Sociology | 3 | X |
| BIOL 1003 | Biology | 3 | X | PHSC 1203 | Physical Science | 3 | X |
| BIOL 1001 | Biology Lab | 1 | X | PHSC 1201 | Physical Science Lab | 1 | X |
| CIT 1503 | Microcomputer Applications | 3 | | ART or MUS or THEA 2503 | Fine Arts Visual, Musical, or Theatre | 3 | X |
| Total Hours | | 16 | | Total Hours | | 16 | |
| Year 2 | | | | Year 2 | | | |
| Fall Semester | | | | Spring Semester | | | |
| Course No. | Course Name | Hrs | Gen Ed | Course No. | Course Name | Hrs | Gen Ed |
| ACCT 2033 | Intro to Financial Accounting | 3 | | ACCT 2133 | Intro to Managerial Accounting | 3 | |
| ECON 2313 | Principles of Macroeconomics | 3 | X | ECON 2323 | Prin of Microeconomics | 3 | |
| ENG 2003, ENG 2013, or PHIL 1103 | World Literature I, World Literature II, or Intro to Philosophy | 3 | X | ECON 2113 or STAT 3233 | Business Statistics or Applied Statistics | 3 | |
| SCOM 1203 | Oral Communications | 3 | X | LAW 2023 | Legal Environment Business | 3 | |
| HIST 2763, HIST 2773, or POSC 2103 | US History to 1876, US History from 1876, or Intro to US Gov. | 3 | X | BCOM 2563 | Business Communications | 3 | |
| Total Hours | | 15 | | Total Hours | | 15 | |
| Year 3 | | | | Year 3 | | | |
| Fall Semester | | | | Spring Semester | | | |
| Course No. | Course Name | Hrs | Gen Ed | Course No. | Course Name | Hrs | Gen Ed |
| CIT 3013 | Mgmt Info System | 3 | | CIT 3523 | Operations Management | 3 | |
| Elective | Any Elective | 3 | | Elective | Any Elective | 3 | |
| FIN 3713 | Business Finance | 3 | | MKTG 3023 | Applied Research | 3 | |
| MGMT 3123 | Principles of Management | 3 | | MKTG 3163 | Supply Chain Management | 3 | |
| MKTG 3013 | Marketing | 3 | | MKTG Elective | Select One of the Following | 3 | |
| Total Hours | | 15 | | Total Hours | | 15 | |
| Year 4 | | | | Year 4 | | | |
| Fall Semester | | | | Spring Semester | | | |
| Course No. | Course Name | Hrs | Gen Ed | Course No. | Course Name | Hrs | Gen Ed |
| Elective | Upper Level Elective | 3 | | Elective | Any Elective | 3 | |
| Elective | Any Elective | 3 | | Elective | Any Elective | 1 | |
| MKTG 4083 | Marketing Research | 3 | | MGMT 4813 | Strategic Management | 3 | |
| MKTG 4113 | International Marketing | 3 | | MKTG 4043 | Consumer Behavior | 3 | |
| MKTG elective | Select One of the Following | 3 | | MKTG 4223 | Marketing Management | 3 | |
| Total Hours | | 15 | | Total Hours | | 13 | |

Total Jr/Sr Hours **45** **Total Degree Hours** **120**

Graduation Requirements:

Completion of HIST 2763 or HIST 2773 or POSC 2103
 Must take SOC 2213 or ANTH 2233
 English Proficiency (Grade of C or better in ENG 1003 and ENG 1013)
 2.25 in major or at least a "C" in each course in major
 2.25 overall and at least 2.25 GPA at ASU
 2.25 in business core or at least a "C" in each core course
 50 % of business requirements completed at ASU-Jonesboro
 Maximum of 30 credit hours via correspondence, extension, examination, PLA, Military or similar means; CLEP (30 hrs max)
 45 JR/SR Hours **after completing 54 hours**
 120 Total Credit Hours
 30 of last 36 hours at ASU-Jonesboro
 32 ASU residence hours
 Must have grade of C or better in MATH 2143, ACCT 2033, and Computer Proficiency Course