



ARKANSAS STATE UNIVERSITY
Neil Griffin
 College of Business

**Minor in Marketing
 2021-2022**

Student Name: _____

ID#: _____

Prefix & Number	Course Name	Grade	Alternate Course	Sem. Hours
MKTG 3013	Marketing			3
MKTG 3033	Strategic Marketing Communications			3
MKTG 4043	Consumer Behavior			3
Select Three Jr/Sr (3000/4000) Marketing Electives <ul style="list-style-type: none"> Students may also substitute STCM 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.