ARKANSAS STATE UNIVERSITY
Neil Griffin
College of Business

Degree: Bachelor of Science
Major: Marketing, Marketing Management
2018-2019

Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, ACCUPLACER) 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 — Fall Semester

Course No.	Course Name	Hrs	Gen Ed
ENG 1003	Composition I	3	X
MATH 1023 or Elective	College Algebra or Elective	3	
BUSN 1003	Freshman Year Experience	3	X
BIOL 1003	Biology	3	X
BIOL 1001	Biology Lab	1	X
CIT 1503	Microcomputer Applications	3	
Total Hours		16	

Year 1 — Spring Semester

Course No.	Course Name	Hrs	Gen Ed
ENG 1013	Composition II	3	X
MATH 2143	Business Calculus	3	X
Social Science Course	Pick one of the following: ANTH 2233, CMAC 1003, ECON 2333, GEOG 2613, HIST 1013, HIST 1023, POSC 1003, PSY 2013, SOC 2213	3	X
PHSC 1203	Physical Science	3	X
PHSC 1201	Physical Science Lab	1	X
ART or MUS or THEA 2503	Fine Arts Visual, Musical, or Theatre	3	X
Total Hours		16	

Year 2 — Fall Semester

Course No.	Course Name	Hrs	Gen Ed
ACCT 2033	Intro to Financial Accounting	3	
ECON 2313	Principles of Macroeconomics	3	X
ENG 2003 or ENG 2013 or PHIL 1103	World Literature I, World Literature II, or Intro to Philosophy	3	X
SCOM 1203	Oral Communications	3	X
HIST 2763 or HIST 2773 or POSC 2103	US History to 1876, US History from 1876, or Intro to US Gov.	3	X
Total Hours		15	

Year 2 — Spring Semester

Course No.	Course Name	Hrs	Gen Ed
ACCT 2133	Intro to Managerial Accounting	3	
ECON 2323	Prin of Microeconomics	3	
ECON 2113 or STAT 3233	Business Statistics or Applied Statistics	3	
LAW 2023	Legal Environment Business	3	
BCOM 2563	Business Communications	3	
Total Hours		15	

Year 3 — Fall Semester

Course No.	Course Name	Hrs	Gen Ed
CIT 3013	Mgmt Info System	3	
Elective	Any Elective	3	
FIN 3713	Business Finance	3	
MGMT 3123	Principles of Management	3	
MKTG 3013	Marketing	3	
Total Hours		15	

Year 3 — Spring Semester

Course No.	Course Name	Hrs	Gen Ed
CIT 3523	Operations Management	3	
Elective	Any Elective	3	
MKTG 3023	Applied Research	3	
GSCM 3163	Supply Chain Management	3	
MKTG Elective	Select One of the Following: ACCT 3053, BCOM 3573, ECON 4343, MGMT 3183, MKTG 3033/AD3023, MKTG 3043, MKTG 3093, MKTG 3193, MKTG 4023, MKTG 4143, MKTG 4213, MKTG 4253, MTKG 428V, MTKG 4313, or MKTG 4323	3	
Total Hours		15	

Year 4 — Fall Semester

Course No.	Course Name	Hrs	Gen Ed
Elective	Upper Level Elective	3	
Elective	Any Elective	3	
MKTG 4083	Marketing Research	3	
MKTG 4113	International Marketing	3	
MKTG elective	Select One of the Following: ACCT 3053, BCOM 3573, ECON 4343, MGMT 3183, MKTG 3033/AD3023, MKTG 3043, MKTG 3093, MKTG 3193, MKTG 4023, MKTG 4143, MKTG 4213, MKTG 4253, MTKG 428V, MTKG 4313, or MKTG 4323	3	
Total Hours		15	

Year 4 — Spring Semester

Course No.	Course Name	Hrs	Gen Ed
MGMT 4813	Strategic Management	3	
MKTG 4043	Consumer Behavior	1	
MKTG 4223	Marketing Management	3	
Elective	Any Elective	3	
MKTG Elective	Select One of the Following: ACCT 3053, BCOM 3573, ECON 4343, MGMT 3183, MKTG 3033/AD3023, MKTG 3043, MKTG 3093, MKTG 3193, MKTG 4023, MKTG 4143, MKTG 4213, MKTG 4253, MTKG 428V, MTKG 4313, or MKTG 4323	3	
Total Hours		13	

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

Graduation Requirements:
Completion of HIST 2763 or HIST 2773 or POSC 2103
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 2.00 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 30 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 CIT 1503.