



ARKANSAS STATE UNIVERSITY
Neil Griffin
College of Business

Marketing Analytics, Certificate 2023-2024

Student Name: _____ ID#: _____ GPA: _____

Prefix and Number	Course Name	Grade	Semester	Sem. Hours
MKTG 3013	Marketing			3
MKTG 4213	Marketing Analytics			3
SELECT TWO FROM THE FOLLOWING: • ISBA 3423, Data Visualization for Business • MKTG 3173, Category Management • MKTG 4313, Prescriptive Analytics				
				3
				3
Total Hours Required for Minor:				12

NOTE: Student must maintain a minimum GPA of 2.25 or a grade of at least a "C" for each course in the minor.