ARKANSAS STATE UNIVERSITY
Neil Griffin College of Business

MARKETING, B.S.

Sales Leadership Emphasis

Degree Worksheet

2023-2024

Name: _____

ID#: _____

Overall GPA:		**Major/Emphasis GPA:**	
Institution GPA:		**Overall Hours:**	
Core GPA:		**45 UL Hours:**	

GENERAL EDUCATION (35 Sem Hours)

COMMUNICATIONS

ENG 1003 - Composition I		
ENG 1013 - Composition II		
COMS 1203 - Oral Communications		

MATHMATICS

MATH 1023 - College Algebra		
***Must make a C or better to receive credit.*		

SCIENCES

BIOL 1003 or Other Biological Science		
BIOL 1001 or other Biological Science Lab		
PHSC 1203 or other Physical Science		
PHSC 1201 or other Physical Science Lab		

FINE ARTS - PICK ONE:

ART 2503 - Fine Arts Visual		
MUS 2503 - Fine Arts Musical		
THEA 2503 - Fine Arts Theatre		

HUMANITIES - PICK ONE:

ENG 2003 - World Lit to 1660		
ENG 2013 - World Lit since 1660		
PHIL 1103 - Intro to Philosophy		

US HISTORY OR GOVT - PICK ONE:

HIST 2763 - US to 1876		
HIST 2773 - US since 1876		
POSC 2103 - Intro to US Government		

SOCIAL SCIENCES

ECON 2313 - Prin of Macroeconomics		
ECON 2323 - Prin of Microeconomics		

BUSINESS CORE (39 Sem Hours)

LOWER LEVEL BUSINESS CORE

ACCT 2033 -Intro to Financial Acct		
ACCT 2133 - Intro to Managerial Acct		
BCOM 2563 - Business Communications		
ISBA 1503 - Microcomputer Apps		
LAW 2023 - Legal Environment of Bus		
ECON 2113 or STAT 2003		

UPPER LEVEL BUSINESS CORE

FIN 3713 - Business Finance		
GSCM 3163 - Supply Chain Management		
ISBA 3013 - Mgmt Info Systems		
ISBA 3553 - Foundation of Bus Analytics		
MGMT 3123 - Principles of Management		
MKTG 3013 - Marketing		
MGMT 4813 - Strategic Management		

MGMT 4813 prerequsites are ECON 2313, ECON 2323, and all of the above Business Core classes. Strategic Mgmt must be completed in the graduating semester.

ELECTIVES (16 HR)

UNIVERISTY REQUIREMENT (3 HRS)

First Year Experience Business		
(Waived if transferring in 13 plus hrs)		

MAJOR REQUIREMENTS (27 Sem Hours)

MAJOR (12 Sem Hrs)

MKTG 3033 - Strategic Marketing Comm		
MKTG 4043 - Consumer Behavior		
MKTG 4083 - Marketing Research		
MKTG 4223 - Marketing Management		

Emphasis Requirements (15 Sem Hrs)

MKTG 3093 - Professional Selling		
MKTG 3193 - Sales Planning and Mgmt		
MKTG 426V - Sales Internship		
MKTG 4323 - Advanced Sales		

Select ONE of the following:

GSCM 4123 or MKTG 3173 or MKTG 4213		

NOTES: *All courses listed ***in red*** require C's or higher to receive credit.

*MGMT 4813 is to be completed in a students final semester.

Total coursework must be at least 120 semester hours. Each student should study the Undergraduate Bulletin and become familiar with the organizational, policies, and regulations of the university. Failure to do this may results in mistakes for which the student will be held responsible.