



ARKANSAS STATE UNIVERSITY
Neil Griffin
College of Business

MARKETING
Degree Worksheet
2024-2025

Name: _____
ID#: _____

Overall GPA: _____	Major/Emphasis GPA: _____
Institution GPA: _____	Overall Hours: _____
Core GPA: _____	40 UL Hours: _____

GENERAL EDUCATION (35 Sem Hours)		BUSINESS CORE (39 Sem Hours)		MAJOR REQUIREMENTS (30 Sem Hours)	
COMMUNICATIONS		LOWER LEVEL BUSINESS CORE		MAJOR (12 Sem Hrs)	
ENG 1003 - Composition I		ACCT 2033 -Intro to Financial Acct		MKTG 3033 - Strategic Marketing Comm	
ENG 1013 - Composition II		ACCT 2133 - Intro to Managerial Acct		MKTG 4043 - Consumer Behavior	
COMS 1203 - Oral Communications		BCOM 2563 - Business Communications		MKTG 4083 - Marketing Research	
MATHMATICS		ISBA 1503 - Microcomputer Apps		MKTG 4223 - Marketing Management	
MATH 1023 - College Algebra		LAW 2023 - Legal Environment of Bus		ADDITIONAL Requirements (18 Sem Hrs)	
**Must make a C or better to receive credit.		ECON 2113 - Business Statistics		MKTG 3023 - Business Research Tools	
SCIENCES		UPPER LEVEL BUSINESS CORE		Select TWO additional upper level MKTG Electives:	
BIOL 1003 or Other Biological Science		FIN 3713 - Business Finance			
BIOL 1001 or other Biological Science Lab		GSCM 3163 - Supply Chain Management			
PHSC 1203 or other Physical Science		ISBA 3013 - Mgmt Info Systems		Select THREE of the following:	
PHSC 1201 or other Physical Science Lab		ISBA 3553 - Foundation of Bus Analytics		MKTG 3093 or MKTG 4023 or MKTG 4113 or MKTG 4213 or MKTG 428V	
FINE ARTS - PICK ONE:		MGMT 3123 - Principles of Management			
ART 2503 - Fine Arts Visual		MKTG 3013 - Marketing			
MUS 2503 - Fine Arts Musical		MGMT 4813 - Strategic Management			
THEA 2503 - Fine Arts Theatre		MGMT 4813 prerequisites are ECON 2313, ECON 2323, and all of the above Business Core classes. Strategic Mgmt must be completed in the graduating semester.			
HUMANITIES - PICK ONE:		ELECTIVES (13 HR)		NOTES: *All courses listed <i>in red</i> require C's or higher to receive credit.	
ENG 2003 - World Lit to 1660				*MGMT 4813 is to be completed in a students final semester.	
ENG 2013 - World Lit since 1660				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.	
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		UNIVERSITY REQUIREMENT (3 HRS)			
ECON 2313 - Prin of Macroeconomics		First Year Experience Business			
ECON 2323 - Prin of Microeconomics		(Waived if transferring in 13 plus hrs)			