

ARKANSAS STATE UNIVERSITY - MARKETING, Marketing Management Emphasis B.S. Advising Worksheet (2017-2018)

Name: _____

ID# _____

GENERAL EDUCATION (35 SEM HRS)

Communications

ENG 1003, Composition I _____
 ENG 1013, Composition II _____
 COMS 1203, Oral Communications _____

Mathematics

MATH 2143, Business Calculus _____
 OR MATH 2194 OR MATH 2204 _____

Sciences

See Catalog 2017-2018 for complete list.
 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 _____

Arts & Humanities - One of the following:

ART 2503, Fine Arts Visual _____
 MUS 2503, Fine Arts Musical _____
 THEA 2503, Fine Arts Theatre _____

One of the following:

ENG 2003, World Literature to 1660 _____
 ENG 2013, World Literature from 1660 _____
 PHIL 1103, Intro to Philosophy _____

US History/Government-One of the following:

HIST 2763, United States to 1876 _____
 HIST 2773, United States since 1876 _____
 POSC 2103, Intro to US Government _____

Social Sciences

ECON 2313, Principles of Macroeconomics _____

One of the following:

ANTH 2233, Intro to Cultural Anthropology _____
 CMAC 1003, Mass Communications _____
 ECON 2333, Economic Issues & Concepts _____
 GEOG 2613, Intro to Geography _____
 HIST 1013, World Civilization to 1660 _____
 HIST 1023, World Civilization since 1660 _____
 POSC 1003, Intro to Politics _____
 PSY 2013, Intro to Psychology _____
 SOC 2213, Intro to Sociology _____

UNIVERSITY REQUIREMENT (3 SEM HRS)

BUSN 1003, Making Connections: Business _____
 (Waived if transferring in 13 or more hours.)

BUSINESS CORE (39 SEM HRS)

ACCT 2033, Intro to Financial Accounting _____
 ACCT 2133, Intro to Managerial Accounting _____
 CIT 1503, Microcomputer Applications _____
 STAT 3233, Applied Statistics or ECON 2113 _____
 ECON 2323, Principles of Microeconomics _____
 BCOM 2563, Business Communications _____
 LAW 2023, Legal Environment of Business _____

CIT 3013, Management Information Systems _____
 CIT 3523, Operations Management _____
 FIN 3713, Business Finance _____
 MGMT 3123, Principles of Management _____
 MKTG 3013, Marketing _____

MGMT 4813, Strategic Management _____

MGMT 4813 can only be taken after all core courses have been completed and in the last semester before graduation.

ELECTIVES (16 Sem Hrs)

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 result in mistakes for which the student will be held responsible.

MARKETING, Marketing Management (27 Sem Hrs)

MAJOR (15 Sem Hrs)

GSCM 3163, Supply Chain Mgmt **(F/S/DEM)** _____
 MKTG 3023, Applied Research **(F/S/DEM)** _____
 MKTG 4043, Consumer Behavior **(F/S/DEM)** _____
 MKTG 4083, Mktg Res Design & Analys **(F/S)** _____
 MKTG 4223, Marketing Mgmt **(F/S/DEM)** _____

MARKETING MANAGEMENT EMPHASIS (3 Sem Hrs)

MKTG 4113, International Marketing **(F/DEM)** _____

Select THREE of the following: (9 Sem Hrs)

(At least one course must be Marketing)

ACCT 3053, Cost with a Managerial Emphasis **(F/SUM)**
 BCOM 3573, Managerial Communications **(F/DEM)**
 ECON 4343, Managerial Economics **(F)**
 MGMT 3183, Entrepreneurship **(S)**
 MKTG 3033, Advertising & Promotion **(DEM)**

OR AD 3023, Principles of Advertising

MKTG 3043, Retailing **(DEM)**
 MKTG 3093, Professional Selling **(F/S)**
 MKTG 3173, Category Management **(F)**
 MKTG 3193, Sales Planning and Management **(S/SUM)**
 MKTG 4023, Service Marketing
 MKTG 4143, Advanced Category Management **(S)**
 MKTG 4213, Marketing Analytics **(F)**
 MKTG 4253, Data Analysis & Visualization **(S)**
 MKTG 428V, Marketing Internship **(F/S/SUM)**
 MKTG 4313, Business Modeling & Optimization **(S)**
 MKTG 4323, Advanced Sales **(F/SUM)**

Advisor Signature

Date

DEGREE REQUIREMENTS: 2017-2018 B.S. Degrees

For a more detailed enumeration of all academic requirements and regulations for the Bachelor's Degree, see the 2015-2016 *Undergraduate Bulletin*.

- 1 Correct number of hours presented for degree.
- 2 Forty-five (45) junior/senior hours after the completion of 30 semester hours.
- 3 Completed or enrolled in all required/elective courses.
- 4 Completed the following courses with a grade of C or better:
 - ENG 1003, Composition I; ENG 1013, Composition II; MATH 2143, Business Calculus**
 - ACCT 2033, Intro to Financial Accounting and CIT 1503 Microcomputer Applications**
- 5 Completed HIST 2763 or 2773, U.S. History or POSC 2103, U.S. Government.
- 6 Completed ANTH 2233, Intro to Cultural Anthropology or SOC 2213, Principles of Sociology
- 7 At least 2.25 grade point average overall (including transfer and ASU work) and at least 2.00 GPA at ASU.
- 8 Minimum grade point average of at least 2.25 calculated on the last grade for each course in the business core or at least a "C" in each course in the core.
- 9 Minimum grade point average of at least 2.50 calculated on the last grade earned for each course in the major and at least a "C" in each course in the major.
- 10 Other requirements:
 - a. 32 ASU residence hours.
 - b. 30 of last 36 hours, ASU-Jonesboro.
 - c. At least 50% of the business credit hours required for a baccalaureate degree must be earned in the ASU-Jonesboro College of Business.
 - d. Complete a minimum of 50% of major work at ASU-Jonesboro.
 - e. Credit by correspondence, exam (including CLEP), evaluated military service, and USAFI not to exceed 25%. A maximum of 30 semester hours can be earned by examination.
 - f. Minor (optional) all requirements met (at least 2.25 GPA). Students may have both a major and minor in the College of Business but at least 6 hours in the minor cannot be used to complete the general education and major requirements.
(College of Business majors may not have a minor in General Business.)
 - g. Double Major (Optional) all coursework and GPA requirements met. Students may have a double major, but work for both majors must be completed at the time. Work completed after the awarding of 1st bachelors degree may be applied to a 2nd bachelors degree.
 - h. Second Degree, students must meet the degree requirements under the provisions of the catalog in effect at the time the second degree is awarded. If the first degree was awarded by ASU, the student must only complete the remaining degree requirements in residence. If the first degree was not awarded by ASU, the student must complete a minimum of 32 hours in residence at ASU and meet requirements of the degree sought.
 - i. Students are required to demonstrate proficiency in basic computer skills in order to be awarded the degree. This proficiency must be satisfied before enrollment in ECON 2113 Business Statistics in either one of two ways:
- 11 Fill out an online "Application/Intent to Graduate Form," when registering for the final enrollment period. (If the student is unable to graduate at the end of the term for which application has been made, a new form must be submitted during the next term in which the student expects to graduate.)
- 12 Students must complete graduation requirements under the provisions of an ASU-Jonesboro catalog that is not more than seven years old at the time of the student's graduation, provided the student was enrolled in residence at a regionally accredited institution of higher education during the year the catalog was in effect.