

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

Name: \_\_\_\_\_

ID# \_\_\_\_\_

<p><b>GENERAL EDUCATION (35 SEM HRS)</b></p> <p><b>Communications</b>                  ENG 1003, Composition I _____                  ENG 1013, Composition II _____                  COMS 1203, Oral Communications _____</p> <p><b>Mathematics</b>                  MATH 2143, Business Calculus _____                  OR MATH 2194 OR MATH 2204 _____</p> <p><b>Sciences</b>  <i>See Catalog 2017-2018 for complete list.</i>                  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 _____</p> <p><b>Arts &amp; Humanities - One of the following:</b>                  ART 2503, Fine Arts Visual _____                  MUS 2503, Fine Arts Musical _____                  THEA 2503, Fine Arts Theatre _____</p> <p><b>One of the following:</b>                  ENG 2003, World Literature to 1660 _____                  ENG 2013, World Literature from 1660 _____                  PHIL 1103, Intro to Philosophy _____</p> <p><b>US History/Government-One of the following:</b>                  HIST 2763, United States to 1876 _____                  HIST 2773, United States since 1876 _____                  POSC 2103, Intro to US Government _____</p> <p><b>Social Sciences</b>                  ECON 2313, Principles of Macroeconomics _____</p> <p><b>One of the following:</b>                  ANTH 2233, Intro to Cultural Anthropology _____                  CMAC 1003, Mass Communications _____                  ECON 2333, Economic Issues &amp; 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 _____</p> <p><b>UNIVERSITY REQUIREMENT (3 SEM HRS)</b>                  BUSN 1003, Making Connections: Business _____                  (Waived if transferring in 13 or more hours.) _____</p>	<p><b>BUSINESS CORE (39 SEM HRS)</b></p> <p>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 _____</p> <p>CIT 3013, Management Information Systems _____                  CIT 3523, Operations Management _____                  FIN 3713, Business Finance _____                  MGMT 3123, Principles of Management _____                  MKTG 3013, Marketing _____  <b>MGMT 4813, Strategic Management</b> _____</p> <p><b>MGMT 4813 can only be taken after all core courses have been completed and in the last semester before graduation.</b></p> <hr/> <p><b>ELECTIVES (16 Sem Hrs)</b></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p><b>Total coursework must be at least 120 semester hours.</b></p> <p>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.</p>	<p><b>MARKETING, Marketing Analytics (27 Sem Hrs)</b></p> <p><b>MAJOR (15 Sem Hrs)</b>                  GSCM 3163, Supply Chain Mgmt <b>(F/S/DEM)</b> _____                  MKTG 3023, Applied Research <b>(F/S/DEM)</b> _____                  MKTG 4043, Consumer Behavior <b>(F/S/DEM)</b> _____                  MKTG 4083, Mktg Res Design &amp; Analys <b>(F/S)</b> _____                  MKTG 4223, Marketing Management <b>(F/S/DEM)</b> _____</p> <p><b>MARKETING ANALYTICS EMPHASIS (12 Sem Hrs)</b></p> <p>MKTG 3173, Category Management <b>(F)</b> _____                  MKTG 4213, Marketing Analytics <b>(F)</b> _____                  MKTG 4253, Data Analytics &amp; Visualization <b>(S)</b> _____</p> <p><b>SELECT ONE OF THE FOLLOWING:</b>                  CS 2114, Structured Programming _____                  CIT 2033, Programming Fundamentals <b>(F)</b> _____                  CIT 3353, Mobile &amp; Web App Dev <b>(F)</b> _____                  CIT 3403, Database Management <b>(F)</b> _____                  CIT 3413, ADV Database Management <b>(S)</b> _____                  CIT 3663, Data Mining <b>(F)</b> _____                  CIT 4453, Global Ecommerce <b>(S)</b> _____                  CIT 4853, IT Project Management <b>(S)</b> _____                  MKTG 4143, ADV Category Management <b>(S)</b> _____</p> <hr/> <p style="text-align: center;">_____</p>
		<p>Advisor Signature _____ Date _____</p>

## 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.