|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 41)  *(For College of Business requirements, see p. 132)* |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | 3 |
| **General Education Requirements** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:**  *MATH 2143, Business Calculus with a “C” or better.*  *ANTH 2233, Introduction to Cultural Anthropology OR*  *SOC 2213, Introduction to Sociology*  *ECON 2313, Principles of Macroeconomics*  *COMS 1203, Oral Communications (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MKTG 3023, Applied Research | 3 |
| MKTG 3163, Supply Chain Management | 3 |
| MKTG 4043, Consumer Behavior | 3 |
| MKTG 4083, Marketing Research Design and Analysis | 3 |
| MKTG 4223, Marketing Management | 3 |
| **Sub-total** | **15** |
| **Emphasis Area (Sales):** | **Sem. Hrs.** |
| MKTG 3093, Professional Selling | 3 |
| THEA 2213, Creative Improvisation | 3 |
| MKTG 4123, Organizational Purchasing | 3 |
| MKTG 3193, Professional Sales Planning and Sales Management | 3 |
| MKTG 4323, Advanced Sales | 3 |
| MKTG 4263, Sales Internship | 3 |
| MKTG 4113, International Marketing | 3 |
| **Sub-total** | **21** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **7** |
| **Total Required Hours:** | **120** |

**Add after Page 160 (after page with Major in Marketing, Bachelor of Science, Emphasis in Marketing Management AND BEFORE Major in Marketing, Bachelor of Science, Emphasis in International Business)**

Major in Marketing  
Bachelor of Science  
Emphasis in Sales  
A complete 8-semester degree plan is available at http://registrar.astate.edu/.