



ARKANSAS STATE UNIVERSITY  
*Neil Griffin*  
 College of Business

## Certificate in Marketing Analytics 2020-2021

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

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

Prefix & Number	Course Name	Grade	Alternate Course	Sem. Hours
MKTG 3013	Marketing			3
MKTG 4213	Marketing Analytics			3
Select two from the following:				
MKTG 4253	Data Analytics and Visualization			
MKTG 3173	Category Management			
MKTG 4313	Prescriptive Analytics			
<b>Total Hours Required for Minor:</b>				<b>12</b>

**NOTE: Student must maintain a minimum GPA of 2.25 or a grade of at least a "C" for each course in the minor.**