

# COLLEGE MINOR BENEFITS



## PERSONAL INTERESTS:

The biggest benefit of declaring a minor is that it gives you the opportunity to study things that interest you on a personal level, even though those things may not relate to your future career.



## IMPROVE YOUR FUTURE OUTLOOK:

Choosing the right minor can improve your outlook. According to some studies, some college minors can give you a leg up on the competition and make your resume look better. It provides a strong understanding in different areas.



## BROADEN YOUR SKILLS:

A minor in any field other than yours can help broaden your skills and learn that there are different ways to accomplish the same thing. In the real world you may find employers that want you to do things in different ways.



## BECOME MORE DIVERSE:

You can learn the skills and develop the traits that employers actually look for in new employees.

## MINORS AT ASUCQ

A minor is a secondary area of specialized academic study usually consisting of 18-24 semester hours. **Students may not minor in the same area as their major.** Certain colleges provide the option of additional in-depth study beyond the major. Colleges may choose not to permit students to select a minor from within specific departments or colleges. For specific information regarding minors, students should speak with their advisors.

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



ARKANSAS STATE UNIVERSITY  
CAMPUS QUERÉTARO, MÉXICO.

## MINORS

- ✓ MINOR IN MARKETING
- ✓ MINOR GLOBAL SUPPLY CHAIN MANAGEMENT
- ✓ MINOR IN GENERAL BUSINESS
- ✓ MINOR IN INTERNATIONAL BUSINESS
- ✓ MINOR IN STRATEGIC COMMUNICATION
- ✓ MINOR IN ENGLISH
- ✓ MINOR IN PSYCHOLOGY
- ✓ MINOR IN BIOLOGY
- ✓ MINOR IN CHEMISTRY

educate • enhance • enrich 

Arkansas State University Mission Statement  
Educates leaders, enhances intellectual growth  
and enriches lives

Accept the  
»challenge

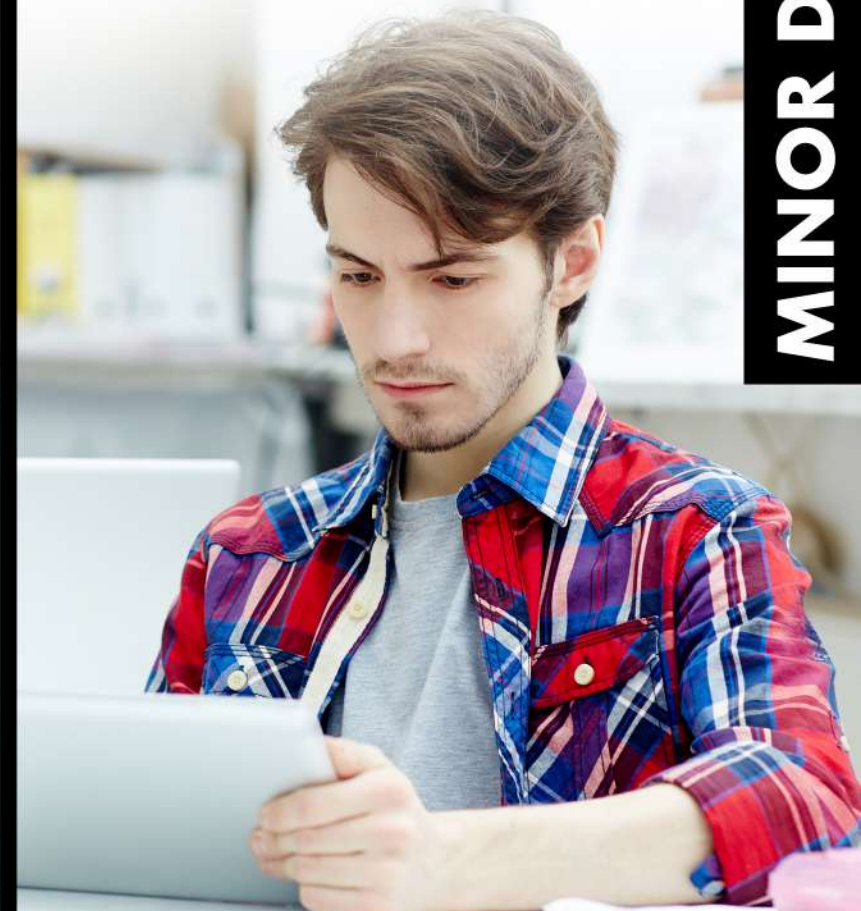
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ARKANSAS STATE UNIVERSITY  
CAMPUS QUERÉTARO, MÉXICO.

MINOR DEGREE



## MINORS

Students know that they need to declare a major, many of them do not realize the benefits of declaring college minors while at the university. Declaring a minor is a great way to take classes from a different department that will complement the degree that you earn or to take classes that interest you.



## MINOR IN MARKETING

**REQUIRED COURSES:** Students must maintain a minimum GPA of 2.25 or a grade of at least "C" for each course in the minor. The ECON and ACCT courses listed below are prerequisites for MKTG 3013

ACCT 2023	FUNDAMENTAL ACCOUNTING CONCEPTS	3
OR ACCT 2033	INTRODUCTION TO FINANCIAL ACCOUNTING	
ECON 2323	PRINCIPLES OF MICROECONOMICS	3
OR ECON 2333	ECONOMIC ISSUES & CONCEPTS	
MKTG 3013	MARKETING Prerequisites: Accounting & Economic minor courses	3
3 UPPER LEVEL	MARKETING COURSES (Students may substitute PR 4113, Integrated Marketing Communications for one of the three upper-level Marketing Courses)	9
<b>TOTAL REQUIRED CREDIT HOURS</b>		<b>18</b>

### Description

The minor in marketing provides students with a basic understanding of the fundamental concepts of marketing and how to apply these concepts. Students also gain an understanding of consumer behavior, along with the knowledge and tools needed to coordinate marketing elements into integrated campaigns.

## MINOR GLOBAL SUPPLY CHAIN MANAGEMENT

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

ECON 2313	PRINCIPLES OF MACROECONOMICS	3
OR CON 2323	PRINCIPLES OF MICROECONOMICS	
MKTG 3013	MARKETING	3
MKTG 3063	TRANSPORTATION	3
MKTG 3163	SUPPLY CHAIN MANAGEMENT	3
MKTG 4103	CONCEPTS OF LOGISTICS	3
MKTG 4133	INTERNATIONAL LOGISTICS AND OUTSOURCING	3
<b>TOTAL REQUIRED CREDIT HOURS</b>		<b>18</b>

### Description

A minor in logistics provides exposure to basic business principles along with logistics and supply chain concepts.

## MINOR IN GENERAL BUSINESS

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

ACCT 2023	FUND. ACCOUNTING CONCEPTS	3
OR ACCT 2133	INTRO TO MANAGERIAL ACCOUNTING Prerequisites: 2033 Intro to Financial Accounting	
ECON 2323	PRINCIPLES OF MICROECONOMICS	3
OR ECON 2333	ECONOMIC ISSUES AND CONCEPTS	
FIN 3713	BUSINESS FINANCE Prerequisites: ACCT 2133 or 2023	3
LAW 2023	LEGAL ENVIRONMENT OF BUSINESS	3
MGMT 3153	ORGANIZATIONAL BEHAVIOR	3
MKTG 3013	MARKETING	3
1 UPPER LEVEL	COLLEGE OF BUSINESS ELECTIVE	3
<b>TOTAL REQUIRED CREDIT HOURS</b>		<b>21</b>

### Description

The minor in general business is designed to provide students with an understanding of the basic concepts of business.

## MINOR IN INTERNATIONAL BUSINESS

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

MKTG 4123	INTERNATIONAL MANAGEMENT	3
MKTG 4113	INTERNATIONAL MARKETING	3
MKTG 4133	INTERNATIONAL LOGISTICS AND OUTSOURCING	3
ECON 4143	EXPORT POLICIES & PROCEDURES Prerequisites: 60 hours completed	3
CIT 4453	TECHNOLOGIES GLOBAL E-COMMERCE	3
MGMT 3193	SOCIAL IMPACT MANAGEMENT	3
<b>TOTAL REQUIRED CREDIT HOURS</b>		<b>18</b>

### Description

Students who minor in international business will benefit from learning the global view of worldwide markets and the role of business in these growing markets. The international business minor will broaden a graduate's learning experiences and professional opportunities.

## MINOR IN STRATEGIC COMMUNICATION

AD3023	PRINCIPLES OF ADVERTISING	3
CMAC 1001	MEDIA GRAMMAR & STYLE	1
CMAC 2003	MEDIA WRITING CO-PREREQUISITES: CMAC 1001	3
PR 3003	PRINCIPLES OF PUBLIC RELATIONS	3
3 UPPER LEVEL	NINE HOURS of upper-level electives from Strategic Communication or chosen from the Communications Studies courses below (each course below is 3 credit hours)	9
COMS 3243	PRINCIPLES OF PERSUASION	
COMS 4203	SMALL GROUP COMMUNICATION	
COMS 4263	ORGANIZATIONAL COMMUNICATION	
COMS 4373	CONFLICT RESOLUTION	
COMS 4403	HEALTH COMMUNICATION	
<b>TOTAL REQUIRED CREDIT HOURS</b>		<b>19</b>

### Description

Strategic communication involves bringing together messages, media channels and audiences. Strategic communicators are responsible for managing communication channels, developing media strategies and building brand image for ad/PR/marketing agencies, profit and non-profit corporations, governments, schools, hospitals, professional sports teams, and other organizations.

## MINOR IN ENGLISH

ENG 2103	INTRODUCTION TO POETRY AND DRAMA	3
ENG 2113	INTRODUCTION TO FICTION	3
ELECTIVE	ENGLISH ELECTIVE IN BRITISH LITERATURE	3
ELECTIVE	ENGLISH ELECTIVE IN AMERICAN LITERATURE	3
UPPER LEVEL	ELECTIVES IN ENGLISH	6
<b>TOTAL REQUIRED CREDIT HOURS</b>		<b>18</b>

### Description

A minor in English not only enriches students' appreciation of literature and engages them in cultural debate but also helps develop crucial skills in analytical thinking and clear, persuasive expression both in speech and in writing. An English minor is an ideal gateway for careers that emphasize communication and critical thinking, including law, business, journalism, public service, and education.

## MINOR IN PSYCHOLOGY

PSY 2013	INTRODUCTION TO PSYCHOLOGY	3
1 LOWER LEVEL	PSYCHOLOGY ELECTIVE	3
5 UPPER LEVEL	PSYCHOLOGY ELECTIVES	15
<b>TOTAL REQUIRED CREDIT HOURS</b>		<b>21</b>

### Description

The primary mission of the department is to teach basic principles underlying psychology as a behavioral science and to prepare graduate-level students to become psychological-counseling professional service providers. Depending on the electives chosen, students will have broader principle knowledge.

## MINOR IN BIOLOGY

### REQUIRED COURSES:

BIOL 1003 and 1001, BIOLOGICAL SCIENCE AND LABORATORY may be substituted for one (1) of the core combinations, but this is not recommended; biological science does not serve as a prerequisite for any upper-level electives, so choosing this course as one of the core courses may limit the choices of electives that students may choose.

<b>SELECT TWO OF THE FOLLOWING CORE COMBINATIONS:</b>		
BIO 1303 AND 1301	BIOLOGY OF ANIMALS AND LABORATORY	8
BIO 1503 AND 1501	BIOLOGY OF PLANTS AND LABORATORY	
BIO 2013 AND 2011	BIOLOGY OF THE CELL AND LABORATORY	
UPPER-LEVEL	BIO ELECTIVES WITH LABORATORY	11
<b>TOTAL REQUIRED CREDIT HOURS</b>		<b>19</b>

### Description

A minor in Chemistry allows students outside the department to obtain a strong, distributed background in the discipline. It is particularly useful for students anticipating careers in medicine, health professions, biological sciences, environmental sciences, chemical engineering, business, law, secondary education, or any career in which a basic understanding of the molecular sciences is helpful.

## MINOR IN CHEMISTRY

CHEM 1013 AND 1011	GENERAL CHEMISTRY I AND LABORATORY	4
CHEM 1023 AND 1021	GENERAL CHEMISTRY II AND LABORATORY	4
CHEM 3103 AND 3101	ORGANIC CHEMISTRY I AND LABORATORY	4
CHEM 1311 AND 3111	ORGANIC CHEMISTRY II AND LABORATORY	4
<b>SELECT TWO OF THE FOLLOWING CORE COMBINATIONS:</b>		
CHEM 3054	QUANTITATIVE ANALYSIS	
CHEM 3154	SURVEY OF PHYSICAL CHEMISTRY	
CHEM 4243 AND 4241	BIOCHEMISTRY AND LABORATORY	
<b>TOTAL REQUIRED CREDIT HOURS</b>		<b>21</b>

### Description

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» Free your inner wolf!

