Raymond J. Harbert College of Business ● Marketing Curriculum Model

<table>
<thead>
<tr>
<th>Major Courses</th>
<th>Grade</th>
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<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM1000/1003</td>
<td>MKTG ELEC</td>
<td>MKTG 3310</td>
<td>MKTG ELEC</td>
</tr>
<tr>
<td>MKTG 3010</td>
<td>MKTG ELEC</td>
<td>MKTG 4360</td>
<td>MKTG ELEC</td>
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<tr>
<td>MKTG 4800</td>
<td>MKTG ELEC</td>
<td>MNGT 4800</td>
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**Free Electives**

<table>
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<th>Grade</th>
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**TOTAL: 123 CREDIT HOURS**

Notes:
- Auburn University requires a minimum 2.0 major GPA & a minimum 2.0 AU cumulative GPA to satisfy graduation requirements.
- Refer to the AU Bulletin at bulletin.auburn.edu for course descriptions, frequencies, and pre-requisite information.
- Students may have no more than 4 hours of PHED course work and may not repeat a course in which a grade of ‘C’ or better was earned.
- A Core Humanities is required for all Marketing majors regardless of the Core Option chosen.

1/2 See page two/three for a list of approved courses

- Business students must complete all four courses in either Option 1 or Option 2 below. See page two for a list of approved courses.

<table>
<thead>
<tr>
<th>Option 1: 2 Literatures and 1 History</th>
<th>Option 2: 2 Histories and 1 Literature</th>
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</thead>
<tbody>
<tr>
<td>Core Literature I</td>
<td>Core Literature I or II</td>
</tr>
<tr>
<td>Core Literature II (from same series)</td>
<td>Core Literature I or II</td>
</tr>
<tr>
<td>HIST 1010 -OR- HIST 1020</td>
<td>Core Humanities</td>
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- Business students must complete all four courses in either Option 1 or Option 2 below. See page two for a list of approved courses.

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Students enrolled in the University Honors College may enroll in the Honors equivalents of any of the core options listed below.

### Choices for University Core Requirements

**Core Literature options**

If choosing "2 Literatures; 1 History" core option, the two Lit courses must be from the same series (2200 & 2210; 2230 & 2240; or 2250 & 2260).

- ENGL 2200 (World Literature I) – 3 hrs
- ENGL 2210 (World Literature II) – 3 hrs
- ENGL 2230 (British Literature I) – 3 hrs
- ENGL 2240 (British Literature II) – 3 hrs
- ENGL 2250 (American Literature I) – 3 hrs
- ENGL 2260 (American Literature II) – 3 hrs
- ENGL 2270 (African American Literature Before 1900) – 3 hrs
- ENGL 2280 (African American Literature After 1900) – 3 hrs

**Core Humanities options**

One Core Humanities course is required only for students choosing the "2 Literatures; 1 History" core option.

- COUN 2000 (Living & Communicating in a Diverse Society) – 3 hrs
- FLGC 1150 (Global Fluency and Awareness) – 3 hrs
- PHIL 1010 (Intro to Logic) – 3 hrs
- PHIL 1020 (Intro to Ethics) – 3 hrs
- PHIL 1030 (Ethics & Health Sciences) – 3 hrs
- PHIL 1040 (Business Ethics) – 3 hrs
- PHIL 1050 (Political Philosophy) – 3 hrs
- PHIL 1060 (Philosophy of East and West) – 3 hrs
- PHIL 1070 (Philosophy of Art, Value and Society) – 3 hrs
- PHIL 1080 (Intro to Philosophy of Religion) – 3 hrs
- PHIL 1090 (Philosophy of Race and Gender) – 3 hrs
- PHIL 1100 (Intro to Philosophy) – 3 hrs
- PHIL 1110 (Ethical and Conceptual Foundations of Science) – 3 hrs
- PHIL 1120 (Intro to Environmental Ethics) – 3 hrs
- RELG 1040 (Western Religions) – 3 hrs
- RELG 1050 (Eastern Religions) – 3 hrs
- UNIV 2710 (Human Odyssey) – 3 hrs
- A 2nd Core Fine Arts class – 3 hrs
- A 2nd Core Literature class – 3 hrs
- **HONR 1007 (Technology and Culture I) – 3 hrs**
- **HONR 1017 (Technology & Culture II)**

**Core Fine Arts options**

- ARCH 2600 (The Art of Architecture, Place, and Culture) – 3 hrs
- ARTS 1510 (Looking at Art: Approaches to Interpretation) – 3 hrs
- ARTS 1610 (Introduction to Art History) – 3 hrs
- ENVD 2040 (Design, Invention and Society) – 3 hrs
- INDD 1120 Industrial Design in Modern Society – 3 hrs
- MUSI 2730 (Appreciation of Music) – 3 hrs
- MUSI 2740 (Survey of Popular Music) – 3 hrs
- MUSI 2750 (Music and Science) – 3 hrs
- MDIA 2350 (Introduction to Film Studies) – 3 hrs
- THEA 2010 (Introduction to Theatre) – 3 hrs

**Core Social Science options**

One Core Social Science course is required only for students choosing the "2 Literatures; 1 History" core option.

- AFRI 2000 (Intro to Africana Studies) – 3 hrs
- ANTH 1000 (Intro to Anthropology) – 3 hrs
- COUN 2000 (Living & Communicating in a Diverse Society) – 3 hrs
- GEOG 1010 (Global Geography) – 3 hrs
- GSHS 2000 (Global Studies Human Sciences) – 3 hrs
- POLI 1050 (Global Politics and Issues) – 3 hrs
- POLI 1090 (American Government) – 3 hrs
- PSYC 2010 (Intro to Psychology) – 3 hrs
- SOCY 1100 (Current Issues in Race and Ethics) – 3 hrs
- SUST 2000 (Intro to Sustainability) – 3 hrs
- **HONR 1007 (Technology and Culture I) – 3 hrs**
- **HONR 1027 (Sustainability and the Modern World I) – 3 hrs**
- **HONR 1037 (Sustainability and the Modern World II) – 3 hrs**
- NATR 2050 (People and the Environment) – 3 hrs
- UNIV 2720 (Human Odyssey II) – 3 hrs

**Core Lab Science options**

Students must complete one of the following 2-course options, plus labs.

The 2 courses should NOT be taken together during the same semester.

- SCMH 1010 & BIOL 1010 (Concepts of Science & Survey of Life)
- SCMH 1010 & CSES 1010 (Concepts of Science & Soils and Life)
- SCMH 1010 & CSES 1020 (Concepts of Science & Crops and Life)
- SCMH 1010 & CHEM 1010 (Concepts of Science & Survey of Chemistry I)
- SCMH 1010 & GEOL 1100 (Concepts of Science & Dynamic Earth)
- SCMH 1010 & PHYS 1000 (Concepts of Science & Foundations of Physics)
- SCMH 1010 & PHYS 1150 (Concepts of Science & Astronomy)
- SCMH 1010 & PHYS 1500 (Concepts of Science & General Physics I)
- BIOL 1000 & BIOL 1010 (Intro to Biology & Survey of Life)
- CHEM 1010 & CHEM 1020 (Survey of Chemistry I & Survey of Chemistry II)
- CSES 1010 & CSES 1020 (Soils and Life & Crops and Life) – can be taken out of sequence
- GEOL 1100 & GEOL 1110 (Dynamic Earth & Earth and Life Through Time)
- PHYS 1500 & PHYS 1510 (General Physics I & General Physics II)

**Available Substitutions**

- HIST 1210/1220 (Technology and Civilization I/II) can be substituted for HIST 1010/1020 to satisfy the core History option
- PHIL 1030 (Ethics & Health Sciences) can be taken to satisfy the PHIL 1020/1040 Ethics requirement. PHIL 1030 cannot be used to satisfy both the Ethics and Core Humanities requirements. It can be used to satisfy only one of these requirements.
Marketing Major Notes

- All 3000-5000 level business courses require junior standing (60 hrs). MNGT 4800 requires senior standing (90 hrs).
- Any directed study course or internship course must receive departmental approval prior to registration.
- Prerequisites and/or corequisites for the courses below are enforced. Refer to the course listings in the AU Bulletin for information on course prerequisites.
- MKTG majors must earn a grade of ‘C’ or better in BUAL 2650, MKTG 3310, and MKTG 4360 to satisfy degree requirements for Marketing.

Required Marketing Courses

**MKTG majors must earn a ‘C’ or better in BUAL 2650, MKTG 3310, and MKTG 4360 to satisfy degree requirements for Marketing.**

- COMM 1000/1003 Public Speaking
- MKTG 3010 Professional Development In Marketing Pr./Cr. MKTG 3310 or MKTG 3317 and Pr./Cr. BUSI 2010
- MKTG 3311 Principles Of Marketing Pr. ECON 2020 or ECON 2027 MKTG majors must earn a ‘C’ or better.
- MKTG 4360 Marketing Research And Analytics Pr. (Grade of C or better in either MKTG 3310 or MKTG 3317) and (MNGT 3600, BUAL 2650, or BUAL 3600) MKTG majors must earn a ‘C’ or better.
- MKTG 4800 Marketing Strategy Pr. Grade of C or better in either MKTG 3310 or MKTG 3317, at least 9 hours in MKTG 4050 through MKTG 4970, and MKTG 4360
- MNGT 4800 Strategic Management Pr. MKTG 3310, MNGT 3100, and FINC 3610 and senior standing

Choices for Marketing Electives

**MKTG majors must earn a ‘C’ or better in BUAL 2650, MKTG 3310, MKTG 4360 to satisfy degree requirements for Marketing.**

- MKTG 4310 Sports and Entertainment Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4320 Advertising Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4330 Retail Management Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4340 Marketing And New Product Development Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4350 Services Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4370 Sales Management Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4390 Personal Selling Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4400 International Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4410 Consumer Behavior Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4420 Advanced Personal Selling Pr. Grade of C or better in (MKTG 3310 or MKTG 3317) and in MKTG 4390 and Permission of Department
- MKTG 4430 Business to Business Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4440 Marketing Ethics and Corporate Social Responsibility Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4500 Digital Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4900 Directed Studies Pr. Grade of C or better in either MKTG 3310 or MKTG 3317 and Permission of Department
- MKTG 4920 Marketing Student Internship Program Pr. Grade of C or better in either MKTG 3310 or MKTG 3317 and Permission of Department
- MKTG 4970 Special Topics In Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4997 Honors Thesis Pr. Grade of C or better in either MKTG 3310 or MKTG 3317 (Honors College Students Only)

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- Students may have no more than 4 hours of PHED course work and may not repeat a course in which a grade of “C” or better was earned.
- See page two/three for a list of approved courses
- HIST 1210/1220 can be taken in lieu of HIST 1010/1020