# Marketing Curriculum Model

## FRESHMAN YEAR

**FIRST SEMESTER**
- ENGL 1100  | 3  | 3  | ENGL 1120  | 3
- MATH 1680  | 4  | 4  | MATH 4800  | 3
- BUSI 1010  | 1  | 1  | CORE OPTION ▲

**SECOND SEMESTER**
- ENGL 1120  | 3  | 3  | ENGLISH COMP II  | 3
- MATH 4800  | 3  | 3  | CORE OPTION ▲
- CORE LAB SCIENCE I  | 3  | 3  | CORE LAB SCIENCE II  | 4
- CORE FINE ART  | 3  | 3  | CORE HUMANITIES  | 3

## SOPHOMORE YEAR

**FIRST SEMESTER**
- ECON 2020  | 3  | 3  | MICROECONOMICS  | 3
- BUSI 2600  | 3  | 3  | BUSINESS ANALYTICS I  | 3
- COMM 1000  | 3  | 3  | PUBLIC SPEAKING  | 3
- ACCT 2110  | 3  | 3  | FINANCIAL ACCOUNTING  | 3
- BUSI 2010  | 1  | 1  | PROFESSIONAL DEVELOPMENT IN BUS I  | 1

**SECOND SEMESTER**
- ECON 2030  | 3  | 3  | MACROECONOMICS  | 3
- ACCT 2210  | 3  | 3  | MANAGERIAL ACCOUNTING  | 3
- ACCT 2700  | 3  | 3  | BUSINESS LAW  | 3
- BUAL 2650  | 3  | 3  | BUSINESS ANALYTICS II  | 3

## JUNIOR YEAR

**FIRST SEMESTER**
- MNGT 3100  | 3  | 3  | PRINCIPLES OF MANAGEMENT  | 3
- CTCT 3250  | 3  | 3  | INFORMATION ANALYSIS  | 3
- FINC 3610  | 3  | 3  | PRINCIPLES OF FINANCE  | 3
- SCMN 2150  | 2  | 2  | OPS: MNGT OF BUS. PROCESSES  | 2
- MKTG 3310  | 3  | 3  | PRINCIPLES OF MARKETING  | 3
- MKTG 3010  | 1  | 1  | PROF DEVELOPMENT IN MARKETING  | 1

**SECOND SEMESTER**
- ISMN 3140  | 2  | 2  | INTRO TO INFO SYSTEMS MNGT  | 2
- MARKETING ELECTIVE  | 3  | 3  | MARKETING ELECTIVE  | 3
- MARKETING ELECTIVE  | 3  | 3  | MARKETING ELECTIVE  | 3
- FREE ELECTIVE  | 4  | 4  | FREE ELECTIVE  | 4
- UNIVERSITY GRADUATION  | 0  | 0  | UNIVERSITY GRADUATION  | 0

## SENIOR YEAR

**FIRST SEMESTER**
- MKTG 4360  | 3  | 3  | MARKETING RESEARCH  | 3
- MKTG 4980  | 3  | 3  | MARKETING STRATEGY  | 3
- BUSI 4010  | 3  | 3  | FREE ELECTIVE  | 3
- FREE ELECTIVE  | 3  | 3  | FREE ELECTIVE  | 3
- FREE ELECTIVE  | 3  | 3  | FREE ELECTIVE  | 3

**SECOND SEMESTER**
- MNGT 4800  | 3  | 3  | STRATEGIC MANAGEMENT  | 3
- MKTG 4980  | 3  | 3  | MARKETING STRATEGY  | 3
- FREE ELECTIVE  | 3  | 3  | FREE ELECTIVE  | 3
- FREE ELECTIVE  | 3  | 3  | FREE ELECTIVE  | 3
- UNIVERSITY GRADUATION  | 0  | 0  | UNIVERSITY GRADUATION  | 0

**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.

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

**3 HIST 1210/1220 can be taken in lieu of HIST 1010/1020**

▲ 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>
</tr>
</thead>
<tbody>
<tr>
<td>□ Core Literature I</td>
<td>□ HIST 1010</td>
</tr>
<tr>
<td>□ Core Literature II (from same series)</td>
<td>□ HIST 1020</td>
</tr>
<tr>
<td>□ HIST 1010 -OR- HIST 1020</td>
<td>□ Core Literature I or II</td>
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<tr>
<td>□ Core Social Science</td>
<td>□ Core Humanities</td>
</tr>
</tbody>
</table>

### Major Courses

<table>
<thead>
<tr>
<th>Major Courses</th>
<th>Grade</th>
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<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1000</td>
<td>MKTG ELEC</td>
<td>MKTG 3310</td>
<td>MKTG ELEC</td>
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<tr>
<td>MKTG 3010</td>
<td>MKTG ELEC</td>
<td>MKTG 4360</td>
<td>MKTG ELEC</td>
</tr>
<tr>
<td>MKTG 4360</td>
<td>MKTG ELEC</td>
<td>MKTG 4980</td>
<td>MKTG ELEC</td>
</tr>
<tr>
<td>MNGT 4800</td>
<td>MKTG ELEC</td>
<td>MEMO: 4980</td>
<td>MKTG ELEC</td>
</tr>
</tbody>
</table>

### Free Electives

<table>
<thead>
<tr>
<th>Grade</th>
<th>Grade</th>
<th>Grade</th>
<th>Grade</th>
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</table>

### 31 Major Hours

2018-2019, NCore.SMajor.  MKTG Curriculum Model Page 1
Students enrolled in the University Honors College may enroll in the Honors equivalents of any of the core options listed below.

### 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).

- ENG 2200 (World Literature I) – 3 hrs
- ENG 2210 (World Literature II) – 3 hrs
- ENG 2230 (British Literature I) – 3 hrs
- ENG 2240 (British Literature II) – 3 hrs
- ENG 2250 (American Literature I) – 3 hrs
- ENG 2260 (American Literature II) – 3 hrs

### Core Humanities options

One Core Humanities course is required only for students choosing the “2 History; 1 Literature” core option.

*’2 History/1 Lit’ students who complete US History credit prior to entering AU and use that credit to substitute the World History requirement must complete one of the following to satisfy university learning objectives: FLGC 1150, RELG 1040, or RELG 1050*

- 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 (Philosophy of Science and Critical Thinking) – 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 Care Fine Arts class – 3 hrs
- A 2nd Core Literature class – 3 hrs
- ~HONR 1007 (Technology and Culture I) – 3 hrs

*~Only for students enrolled in the University Honors College*

### 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 & GEO 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 & GEO 1110 (Dynamic Earth & Earth and Life Through Time)
- PHYS 1500 & PHYS 1510 (General Physics I & General Physics 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
- 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.

*’2 Lit/1 History’ students who complete US History credit prior to entering AU and use that credit to substitute the World History requirement must complete one of the following to satisfy university learning objectives: AFRI 2000, ANTH 1000, COUN 2000, GEOG 1010, PSYC 2010, SOCY 1000, SOCY 1100, or UNIV 2720*

- 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
- Poli 1050 (Global Politics and Issues) – 3 hrs
- Poli 1090 (American Government) – 3 hrs
- PSYC 2010 (Intro to Psychology) – 3hrs
- SOCY 1000 (Sociology: Global Perspectives) – 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

*~Only for students enrolled in the University Honors College*

### Additional options

These options are NOT recommended for HCoB students since they are primarily structured for Science & Engineering students.

- BIOL 1020 & BIOL 1030
- BIOL 1020 & BIOL 1010
- CHEM 1030 & CHEM 1040
- CHEM 1110 & CHEM 1020
- PHYS 1600 & PHYS 1610
- SCMH 1010 & PHYS 1600
- SCMH 1010 & CHEM 1030
- SCMH 1010 & CHEM 1110

### 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 reading 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](https://bulletin.auburn.edu) for information on course prerequisites.

### Required Marketing Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>MKTG majors must earn a ‘C’ or better in MKTG 3310, MKTG 4360, and 9 hours of MKTG electives to satisfy degree requirements for Marketing.</td>
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<tr>
<td>• COMM 1000 Public Speaking</td>
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<tr>
<td>• MKTG 3010 Professional Development In Marketing Pr./Cr. MKTG 3310 or MKTG 3317</td>
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<tr>
<td>• MKTG 3310 Principles Of Marketing Pr. ECON 2020 or ECON 2027 MKTG majors must earn a ‘C’ or better.</td>
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<tr>
<td>• 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.</td>
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<tr>
<td>• MKTG 4980 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</td>
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<tr>
<td>• MNGT 4800 Strategic Management Pr. MKTG 3310, MNGT 3100, and FINC 3610 and senior standing</td>
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### Choices for Marketing Electives

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<td>• MKTG 4050 Misplaced Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<td>• MKTG 4310 Sports and Entertainment Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<td>• MKTG 4320 Promotion Strategy Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<td>• MKTG 4330 Retail Management Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<tr>
<td>• MKTG 4340 Marketing And New Product Development Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<td>• MKTG 4350 Services Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<td>• MKTG 4370 Sales Management Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<td>• MKTG 4380 Marketing Channel Systems Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<td>• MKTG 4390 Personal Selling Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<td>• MKTG 4400 International Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<tr>
<td>• MKTG 4410 Consumer Behavior Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<tr>
<td>• MKTG 4420 Advanced Personal Selling Pr. Grade of C or better in (MKG 3310 or MKTG 3317) and in MKTG 4390 and Permission of Department</td>
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<tr>
<td>• MKTG 4430 Business to Business Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<tr>
<td>• MKTG 4500 Marketing On The Internet Pr. Grade of C or better in either MKTG 3310 or MKTG 3317 and COMP 1000</td>
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<tr>
<td>• MKTG 4700 Real Estate Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<tr>
<td>• MKTG 4900 Directed Studies Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<tr>
<td>• MKTG 4920 Marketing Student Internship Program Pr. Grade of C or better in either MKTG 3310 or MKTG 3317 and Permission of Department</td>
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<tr>
<td>• MKTG 4970 Special Topics In Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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<tr>
<td>• MKTG 4997 Honors Thesis Pr. Grade of C or better in either MKTG 3310 or MKTG 3317</td>
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