Raymond J. Harbert College of Business ● Marketing Curriculum Model

FIRST SEMESTER  

**FRESHMAN YEAR**

- ENGL 1100  
  □ ENGLISH COMP I  
  □ CORE OPTION ▲  

- MATH 1680  
  □ CALCULUS W/ BUS APP I  
  □ CORE LAB SCIENCE I  

- BUSI 1010  
  □ CONTEMP ISSUES BUS ADMIN I  

**SECOND SEMESTER**

- ENGL 1120  
  □ ENGLISH COMP II  
  □ CORE OPTION ▲  

- MATH 1680  
  □ CORE LAB SCIENCE II  

- BUSI 1010  
  □ CONTEMP ISSUES BUS ADMIN I  

**SOPHOMORE YEAR**

- ECON 2020  
  □ MICROECONOMICS  
  □ CORE OPTION ▲  

- ACCT 2110  
  □ FINANCIAL ACCOUNTING  

- BUSI 2010  
  □ CONTEMP ISSUES BUS ADMIN II  

**JUNIOR YEAR**

- MNGT 3100  
  □ PRINCIPLES OF MANAGEMENT  

- BUAL 2650/3600  
  □ BUSINESS ANALYTICS II  

- COMM 1000  
  □ PUBLIC SPEAKING  

- MKTG 3310  
  □ PRINCIPLES OF MARKETING  

- MKTG 3010  
  □ PROF DEVELOPMENT IN MARKETING  

**SENIOR YEAR**

- MKTG 4360  
  □ MARKETING RESEARCH  

- MKTG 4360  
  □ MARKETING ELECTIVE  

- MKTG 4980  
  □ MARKETING ELECTIVE  

- MNGT 4800  
  □ STRATEGIC MANAGEMENT  

- MKTG 4980  
  □ MARKETING STRATEGY  

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

### Option 1: 2 Literatures and 1 History

- Core Literature I  
- Core Literature II (from same series)  
- HIST 1010 -OR- HIST 1020  
- Core Social Science

### Option 2: 2 Histories and 1 Literature

- HIST 1010  
- HIST 1020  
- Core Literature I or II  
- Core Humanities

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TOTAL: 123 CREDIT HOURS
Choices for University Core Requirements

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).

- 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

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 1710 (Introduction to Art History I) – 3 hrs
- ARTS 1720 (Introduction to Art History II) – 3 hrs
- ARTS 1730 (Introduction to Art History III) – 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
- THEA 2020 (Aesthetics of Acting) – 3 hrs

Core Humanities options

Required only for students choosing the “2 History; 1 Literature” core option.

- FLGC 1150 (Global Fluency and Awareness) – 3 hrs
- PHIL 1010 (Intro to Logic) – 3 hrs
- PHIL 1030 (Ethics & Health Sciences) – 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
- COMM 1000 (Public Speaking) – 3 hrs Non-Marking majors only
- A 2nd Core Fine Arts class – 3 hrs
- A 2nd Literature class – 3 hrs
- ~HONR 1007 (Technology and Culture I) – 3 of 6 hrs
- ~HONR 1017 (Technology and Culture II) – 3 of 6 hrs

~ Only for students enrolled in the University Honors College

Core Social Science options

Required only for students choosing the “2 Literatures; 1 History” core option.

Students who receive AP or high school dual enrollment core History credit must complete one of the following: ANTH 1000, GEOG 1010, PSYC 2010, or SOCY 1000

- ANTH 1000 (Intro to Anthropology) – 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
- SUST 2000 (Intro to Sustainability) – 3 hrs
- ~HONR 1007 (Technology and Culture I) – 3 of 6 hrs
- ~HONR 1017 (Technology and Culture II) – 3 of 6 hrs
- ~HONR 1027 (Sustainability and the Modern World I) – 3 hrs
- ~HONR 1037 (Sustainability and the Modern World II) – 3 hrs

~ Only for students enrolled in the University Honors College

Core Lab Science options

All lab science options are 4 hours each (3 hours lecture plus 1 hour lab)

If the first Core Lab Science is: Then the second Core Lab Science must be:

| SCMH 1010 | BIOL 1010*, GEOL 1100*, CHEM 1010*, CHEM 1030*, CHEM 1110*, PHYS 1000, PHYS 1150, PHYS 1500, or PHYS 1600 |
| BIOL 1000* | BIOL 1010* |
| BIOL 1020* or BIOL 1027* | BIOL 1030* or BIOL 1037* | (NOTICE: THIS IS PRE-MED BIOLOGY!)
| CHEM 1010* | CHEM 1020* |
| CHEM 1030* or CHEM 1037* | CHEM 1040* or CHEM 1047* | (NOTICE: THIS IS PRE-MED CHEMISTRY!)
| CHEM 1110* | CHEM 1120* | (NOTICE: THIS IS ENGINEERING CHEMISTRY!)
| GEOL 1100* | GEOL 1110* |
| PHYS 1500 | PHYS 1510 |
| PHYS 1600 | PHYS 1610 | (NOTICE: THIS IS ENGINEERING PHYSICS!)

* Must also register for accompanying lab

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 for information on course prerequisites.

Required Marketing Courses

**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.**

- COMM 1000 Public Speaking
- MKTG 3010 Professional Development In Marketing Pr./Cr. MKTG 3310 or MKTG 3317
- MKTG 3310 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 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
- 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 MKTG 3310, MKTG 4360, and 9 hours of MKTG electives to satisfy degree requirements for Marketing.**

- MKTG 4050 Misplaced Marketing Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- MKTG 4320 Promotion Strategy 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 4380 Marketing Channel Systems 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 4500 Marketing On The Internet Pr. Grade of C or better in either MKTG 3310 or MKTG 3317 and COMP 1000
- MKTG 4700 Real Estate 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
- MKTG 4920 Marketing Student Internship Program Pr. Grade of C or better in either MKTG 3310 or MKTG 3317
- 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
### University Core Requirements – Choose Option 1 or 2 (42 Hours)

**Option 1: 2 Literatures and 1 History**

- **ENGL 1100** English Composition I 3
- **ENGL 1120** English Composition II 3
- **MATH 1680** Business Calculus I 4
- **________** Core Lab Science I 1 4
- **________** Core Lab Science II 1 4
- **________** Core Fine Arts 1 3
- **PHIL 1020 or 1040** Ethics or Business Ethics 4 3
- **ECON 2020** Microeconomics 3
- **ECON 2030** Macroeconomics 3
- **________** Core Literature I 1 3
- **________** Core Literature II 1 3
- **HIST 1010 or 1020** World History I or II 3
- **________** Core Social Science 1 3

**Option 2: 2 Histories and 1 Literature**

- **ENGL 1100** English Composition I 3
- **ENGL 1120** English Composition II 3
- **MATH 1680** Business Calculus I 4
- **________** Core Lab Science I 1 4
- **________** Core Lab Science II 1 4
- **________** Core Fine Arts 1 3
- **PHIL 1020 or 1040** Ethics or Business Ethics 4 3
- **ECON 2020** Microeconomics 3
- **ECON 2030** Macroeconomics 3
- **HIST 1010** World History I 3
- **HIST 1020** World History II 3
- **________** Core Literature 1 3
- **________** Core Humanities 1 3

### College Core Requirements (31 Hours)

- **COMP 1000/3** PC Applications 2
- **BUSI 1010** Contemporary Issues in Business I 1
- **BUSI 2010** Contemporary Issues in Business II 1
- **ACCT 2700** Business Law 3
- **ACCT 2110** Financial Accounting 3
- **ACCT 2210** Managerial Accounting 3
- **BUAL 2600** Business Analytics I 3
- **BUAL 2650** Business Analytics II 3
- **FINC 3610** Principles of Finance 3
- **MNGT 3100** Principles of Management 3
- **MKTG 3310** Principles of Marketing 3
- **MNGT 4800** Strategic Management 3

**Note:** MKTG 3310 & MNGT 4800 included in major GPA

### Major Requirements (25 Hours)

- **COMM 1000** Public Speaking 3
- **MKTG 3010** Prof Development in Marketing 1
- **MKTG 4360** Marketing Research & Analytics 3
- **MKTG 4980** Marketing Strategy 3
- **________** Marketing Elective 2 3
- **________** Marketing Elective 2 3
- **________** Marketing Elective 2 3
- **________** Marketing Elective 2 3

**Supporting Requirements (4 Hours)**

- **ISMN 3140** Intro to Mngt Information Systems 2
- **SCMN 3150** Operations: Business Processes 2

**Free Electives (21 Hours)**

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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.
- 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
- 4 PHIL 1030 can be taken to satisfy the PHIL 1040/1020 Ethics requirement. See Available Substitutions on page two for conditions.