

Raymond J. Harbert College of Business • Marketing Curriculum Model

Freshman Year

| | <u>FIRST SEMESTER</u> | | | | <u>SECOND SEMESTER</u> | |
|-----------|-------------------------------------|---|----------------|--|--------------------------------|---|
| ENGL 1100 | English Comp I | 3 | ENGL 1120 | | English Comp II | 3 |
| | Core Option (See boxes below) | 3 | | | Core Option (See boxes below) | 3 |
| | Core Lab Science I | 4 | | | Core Lab Science II | 4 |
| MATH 1680 | Calculus with Business Applications | 4 | COMP 1000/1003 | | Personal Computer Applications | 2 |
| BUSI 1010 | Contemporary Business Issues I | 1 | BUAL 2600 | | Business Analytics I | 3 |

Sophomore Year

| | <u>FIRST SEMESTER</u> | | | | <u>SECOND SEMESTER</u> | |
|-----------|---------------------------------|---|-------------------|--|-------------------------------|---|
| ACCT 2110 | Financial Accounting | 3 | ACCT 2210 | | Managerial Accounting | 3 |
| ECON 2020 | Microeconomics | 3 | ECON 2030 | | Macroeconomics | 3 |
| | Core Option (See boxes below) | 3 | | | Core Option (See boxes below) | 3 |
| | Core Fine Art | 3 | PHIL 1040 or 1020 | | Business Ethics or Ethics | 3 |
| BUSI 2010 | Contemporary Business Issues II | 1 | ACCT 2700 | | Business Law | 3 |
| | Free Elective | 3 | | | | |

Junior Year

| | <u>FIRST SEMESTER</u> | | | | <u>SECOND SEMESTER</u> | |
|-----------------------|--|----------|-----------|--|---|----------|
| MKTG 3310 | Principles of Marketing | 3 | | | Marketing Elective * | 3 |
| MKTG 3010 | Professional Development in Marketing | 1 | | | Marketing Elective * | 3 |
| COMM 1000/1003 | Public Speaking | 3 | | | Marketing Elective * | 3 |
| FINC 3610 | Principles of Finance | 3 | ISMN 3140 | | Intro to Information Systems Management | 2 |
| MNGT 3100 | Principles of Management | 3 | SCMN 3150 | | Ops: Management of Business Processes | 2 |
| BUAL 2650 | Business Analytics II | 3 | | | Free Elective | 3 |

Senior Year

| | <u>FIRST SEMESTER</u> | | | | <u>SECOND SEMESTER</u> | |
|------------------|-----------------------------|----------|------------------|--|-----------------------------|----------|
| MKTG 4360 | Marketing Research | 3 | MKTG 4980 | | Marketing Strategy | 3 |
| | Marketing Elective * | 3 | MNGT 4800 | | Strategic Management | 3 |
| | Marketing Elective * | 3 | | | Free Elective | 3 |
| | Free Elective | 3 | | | Free Elective | 3 |
| | Free Elective | 3 | | | Free Elective | 3 |
| | | | UNIV 4AA0 | | University Graduation | 0 |

TOTAL: 123 CREDIT HOURS

| | | | | |
|--|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Students must complete one of the four-course options to the right | <u>Core Option 1</u> | <u>Core Option 2</u> | <u>Core Option 3</u> | <u>Core Option 4</u> |
| | HIST 1010 | ENGL 2200 | ENGL 2230 | ENGL 2250 |
| | HIST 1020 | ENGL 2210 | ENGL 2240 | ENGL 2260 |
| | Core Literature I or II | HIST 1010 or 1020 | HIST 1010 or 1020 | HIST 1010 or 1020 |
| | Core Humanities | Core Social Science | Core Social Science | Core Social Science |

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.
- * See page two for a list of approved courses

| Major Course | Grade | Major Course | Grade |
|--------------------|-------|--------------------|-------|
| MKTG 3010 | | Marketing Elective | |
| MKTG 3310 | | Marketing Elective | |
| MKTG 4360 | | Marketing Elective | |
| MKTG 4980 | | COMM 1000/1003 | |
| Marketing Elective | | MNGT 4800 | |
| Marketing Elective | | | |

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 1000/1003 Public Speaking
- MKTG 3010 Professional Development In Marketing *Pr./Cr. MKTG 3310 or MKTG 3317* **MKTG majors must earn 'S' grade.**
- 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 Pr/Cr 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 4310 Sports and Entertainment 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 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 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*