

Raymond J. Harbert College of Business • Marketing Curriculum Model

FRESHMAN YEAR

	<u>FIRST SEMESTER</u>			<u>SECOND SEMESTER</u>	
ENGL 1100	<input type="checkbox"/> ENGLISH COMP I	3	ENGL 1120	<input type="checkbox"/> ENGLISH COMP II	3
	<input type="checkbox"/> CORE OPTION ▲	3		<input type="checkbox"/> CORE OPTION ▲	3
MATH 1680	<input type="checkbox"/> CALCULUS W/ BUS APP I	4		<input type="checkbox"/> CORE LAB SCIENCE II ¹	4
	<input type="checkbox"/> CORE LAB SCIENCE I ¹	4	BUAL 2600	<input type="checkbox"/> BUSINESS ANALYTICS I	3
BUSI 1010	<input type="checkbox"/> CONTEMP ISSUES BUS ADMIN I	1	COMP 1000/1003	<input type="checkbox"/> PERSONAL COMPUTER APPLICATIONS	2

SOPHOMORE YEAR

	<u>FIRST SEMESTER</u>			<u>SECOND SEMESTER</u>	
ECON 2020	<input type="checkbox"/> MICROECONOMICS	3	PHIL 1040/1020	<input type="checkbox"/> BUSINESS ETHICS -OR- ETHICS ⁴	3
	<input type="checkbox"/> CORE OPTION ▲	3	ECON 2030	<input type="checkbox"/> MACROECONOMICS	3
	<input type="checkbox"/> CORE FINE ART ¹	3		<input type="checkbox"/> CORE OPTION ▲	3
	<input type="checkbox"/> FREE ELECTIVE	3	ACCT 2210	<input type="checkbox"/> MANAGERIAL ACCOUNTING	3
ACCT 2110	<input type="checkbox"/> FINANCIAL ACCOUNTING	3	ACCT 2700	<input type="checkbox"/> BUSINESS LAW	3
BUSI 2010	<input type="checkbox"/> CONTEMP ISSUES BUS ADMIN II	1			

JUNIOR YEAR

	<u>FIRST SEMESTER</u>			<u>SECOND SEMESTER</u>	
MNGT 3100	<input type="checkbox"/> PRINCIPLES OF MANAGEMENT	3	ISMN 3140	<input type="checkbox"/> INTRO TO INFO SYSTEMS MNGT	2
BUAL 2650/3600	<input type="checkbox"/> BUSINESS ANALYTICS II	3	SCMN 3150	<input type="checkbox"/> OPS: MNGT OF BUS. PROCESSES	2
FINC 3610	<input type="checkbox"/> PRINCIPLES OF FINANCE	3		<input type="checkbox"/> MARKETING ELECTIVE ²	3
COMM 1000	<input type="checkbox"/> PUBLIC SPEAKING	3		<input type="checkbox"/> MARKETING ELECTIVE ²	3
MKTG 3310	<input type="checkbox"/> PRINCIPLES OF MARKETING	3		<input type="checkbox"/> MARKETING ELECTIVE ²	3
MKTG 3010	<input type="checkbox"/> PROF DEVELOPMENT IN MARKETING	1		<input type="checkbox"/> FREE ELECTIVE	3

SENIOR YEAR

	<u>FIRST SEMESTER</u>			<u>SECOND SEMESTER</u>	
MKTG 4360	<input type="checkbox"/> MARKETING RESEARCH	3	MNGT 4800	<input type="checkbox"/> STRATEGIC MANAGEMENT	3
	<input type="checkbox"/> MARKETING ELECTIVE ²	3	MKTG 4980	<input type="checkbox"/> MARKETING STRATEGY	3
	<input type="checkbox"/> MARKETING ELECTIVE ²	3		<input type="checkbox"/> FREE ELECTIVE	3
	<input type="checkbox"/> FREE ELECTIVE	3		<input type="checkbox"/> FREE ELECTIVE	3
	<input type="checkbox"/> FREE ELECTIVE	3		<input type="checkbox"/> FREE ELECTIVE	3
			UNIV 4AA0	<input type="checkbox"/> 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

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

▲ 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 ³
- Core Social Science

Option 2: 2 Histories and 1 Literature

- HIST 1010 ³
- HIST 1020 ³
- Core Literature I or II
- Core Humanities

Major Courses	Grade	Major Courses	Grade
COMM 1000		MKTG ELECTIVE	
MKTG 3010		MKTG ELECTIVE	
MKTG 3310		MKTG ELECTIVE	
MKTG 4360		MKTG ELECTIVE	
MKTG 4980		MKTG ELECTIVE	
MNGT 4800			

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
- PHIL 1110 (Philosophy of Science and Critical Thinking) – 3 hrs
- COMM 1000 (Public Speaking) – 3 hrs **Non-Marketing 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
- 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) – 3 hrs
- 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:	If the first Core Lab Science is:
SCMH 1010	BIOL 1010*, CSES 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!)
CSES 1010	CSES 1020
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 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 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*

**Raymond J. Harbert College of Business • Marketing Curriculum Model
Checklist Format**

University Core Requirements – Choose Option 1 or 2 (42 Hours)

<i>Option 1: 2 Literatures and 1 History</i>				<i>Option 2: 2 Histories and 1 Literature</i>			
<input type="checkbox"/>	ENGL 1100	English Composition I	3	<input type="checkbox"/>	ENGL 1100	English Composition I	3
<input type="checkbox"/>	ENGL 1120	English Composition II	3	<input type="checkbox"/>	ENGL 1120	English Composition II	3
<input type="checkbox"/>	MATH 1680	Business Calculus I	4	<input type="checkbox"/>	MATH 1680	Business Calculus I	4
<input type="checkbox"/>	_____	Core Lab Science I ¹	4	<input type="checkbox"/>	_____	Core Lab Science I ¹	4
<input type="checkbox"/>	_____	Core Lab Science II ¹	4	<input type="checkbox"/>	_____	Core Lab Science II ¹	4
<input type="checkbox"/>	_____	Core Fine Arts ¹	3	<input type="checkbox"/>	_____	Core Fine Arts ¹	3
<input type="checkbox"/>	PHIL 1020 or 1040	Ethics or Business Ethics ⁴	3	<input type="checkbox"/>	PHIL 1020 or 1040	Ethics or Business Ethics ⁴	3
<input type="checkbox"/>	ECON 2020	Microeconomics	3	<input type="checkbox"/>	ECON 2020	Microeconomics	3
<input type="checkbox"/>	ECON 2030	Macroeconomics	3	<input type="checkbox"/>	ECON 2030	Macroeconomics	3
<input type="checkbox"/>	_____	Core Literature I ¹	3	<input type="checkbox"/>	HIST 1010	World History I ³	3
<input type="checkbox"/>	_____	Core Literature II ¹	3	<input type="checkbox"/>	HIST 1020	World History II ³	3
<input type="checkbox"/>	HIST 1010 or 1020	World History I or II ³	3	<input type="checkbox"/>	_____	Core Literature ¹	3
<input type="checkbox"/>	_____	Core Social Science ¹	<u>3</u>	<input type="checkbox"/>	_____	Core Humanities ¹	<u>3</u>
			42				42

College Core Requirements (31 Hours)

<input type="checkbox"/>	COMP 1000/3	PC Applications	2
<input type="checkbox"/>	BUSI 1010	Contemporary Issues in Business I	1
<input type="checkbox"/>	BUSI 2010	Contemporary Issues in Business II	1
<input type="checkbox"/>	ACCT 2700	Business Law	3
<input type="checkbox"/>	ACCT 2110	Financial Accounting	3
<input type="checkbox"/>	ACCT 2210	Managerial Accounting	3
<input type="checkbox"/>	BUAL 2600	Business Analytics I	3
<input type="checkbox"/>	BUAL 2650	Business Analytics II	3
<input type="checkbox"/>	FINC 3610	Principles of Finance	3
<input type="checkbox"/>	MNGT 3100	Principles of Management	3
<input type="checkbox"/>	MKTG 3310	Principles of Marketing	3
<input type="checkbox"/>	MNGT 4800	Strategic Management	<u>3</u>
			31

Major Requirements (25 Hours)

<input type="checkbox"/>	COMM 1000	Public Speaking	3
<input type="checkbox"/>	MKTG 3010	Prof Development in Marketing	1
<input type="checkbox"/>	MKTG 4360	Marketing Research & Analytics	3
<input type="checkbox"/>	MKTG 4980	Marketing Strategy	3
<input type="checkbox"/>	_____	Marketing Elective ²	3
<input type="checkbox"/>	_____	Marketing Elective ²	3
<input type="checkbox"/>	_____	Marketing Elective ²	3
<input type="checkbox"/>	_____	Marketing Elective ²	3
<input type="checkbox"/>	_____	Marketing Elective ²	<u>3</u>
			25

Note: MKTG 3310 & MNGT 4800 included in major GPA

Supporting Requirements (4 Hours)

<input type="checkbox"/>	ISMN 3140	Intro to Mngt Information Systems	2
<input type="checkbox"/>	SCMN 3150	Operations: Business Processes	<u>2</u>
			4

Free Electives (21 Hours)

<input type="checkbox"/>	_____	_____	
<input type="checkbox"/>	_____	_____	
<input type="checkbox"/>	_____	_____	
<input type="checkbox"/>	_____	_____	
<input type="checkbox"/>	_____	_____	
<input type="checkbox"/>	_____	_____	
<input type="checkbox"/>	_____	_____	
<input type="checkbox"/>	_____	_____	

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