Raymond J. Harbert College of Business ● Marketing Curriculum Model

FRESHMAN YEAR

FIRST SEMESTER
- ENGL 1100  □ ENGLISH COMP I  3  
- CORE OPTION ▲  3
- MATH 1680  □ CALCULUS W/ BUS APP I  4
- CORE LAB SCIENCE I  4
- BUSI 1010  □ PROFessional DEVELOPMENT IN BUS I  1

SECOND SEMESTER
- ENGL 1120  □ ENGLISH COMP II  3  
- CORE OPTION ▲  3
- MKGT 3310  /3313  □ PRINCIPLES OF MARKETING  3
- MKTG 4360  □ MARKETING RESEARCH  3
- MKTG 4800  □ STRATEGIC MANAGEMENT  3

SOPHOMORE YEAR

FIRST SEMESTER
- ECON 2020  □ MICROECONOMICS  3  
- CORE OPTION ▲  3
- BUAL 2600  □ BUSINESS ANALYTICS I  3
- COMM 1000/1003  □ PUBLIC SPEAKING  3
- ACCT 2110  □ FINANCIAL ACCOUNTING  3
- BUSI 2010  □ PROFessional DEVELOPMENT IN BUS II  1

SECOND SEMESTER
- ECON 2030  □ MACROECONOMICS  3
- CORE OPTION ▲  3
- ACCT 2210  □ MANAGERIAL ACCOUNTING  3
- ACCT 2700  □ BUSINESS LAW  3
- BUAL 2650  □ BUSINESS ANALYTICS II  3

JUNIOR YEAR

FIRST SEMESTER
- MNGT 3100  □ PRINCIPLES OF MANAGEMENT  3
- CTCT 3250  □ INFORMATION ANALYSIS  3
- FINC 3610  □ PRINCIPLES OF FINANCE  3
- SCMN 2150  □ OPS: MNGT OF BUS. PROCESSES  2
- MKTG 3310/3313  □ PRINCIPLES OF MARKETING  3
- MKTG 3010  □ PROF DEVELOPMENT IN MARKETING  1

SECOND SEMESTER
- ISMN 2140  □ INTRO TO INFO SYSTEMS MNGT  2
- MKTG 4800  □ MARKETING STRATEGY  3
- FREE ELECTIVE  3
- FREE ELECTIVE  3
- FREE ELECTIVE  3
- FREE ELECTIVE  3
- UNIV 4AA0  □ CReED TO SUCCEED (GRADUATION)  0

SENIOR YEAR

FIRST SEMESTER
- MKTG 4360  □ MARKETING RESEARCH  3
- MKTG 4800  □ STRATEGIC MANAGEMENT  3
- FREE ELECTIVE  3
- FREE ELECTIVE  3
- FREE ELECTIVE  3
- FREE ELECTIVE  3
- FREE ELECTIVE  3

SECOND SEMESTER
- 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.

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

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.

TOTAL: 123 CREDIT HOURS

Free Electives

2020-2021, 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).

- 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 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 2100 (introduction to Theatre) – 3 hrs
- THEA 2020 (Acting Aesthetics)

### Core Humanities options

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

- 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 1110/1131 (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 1017 (Technology & Culture II)

*Only for students enrolled in the University Honors College*

### 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
- AGEC 1000 (Global Issues in Food, Ag, Dev, and Environ.)
- 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 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*

### 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 & BIOI 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 & BIOI 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)

Additional options: **WARNING** – 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 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

<table>
<thead>
<tr>
<th>MKTG majors must earn a ‘C’ or better in BUAL 2650, MKTG 3310, and MKTG 4360 to satisfy degree requirements for Marketing.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• COMM 1000/1003 Public Speaking</td>
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<td>• MKTG 3010 Professional Development in Marketing Pr./Cr. MKTG 3310/3313 or MKTG 3317 and Pr./Cr. BUSI 2010</td>
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<tr>
<td>• MKTG 3310/3313 Principles of Marketing Pr. ECON 2020 or ECON 2027 <strong>MKTG majors must earn a ‘C’ or better.</strong></td>
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<tr>
<td>• MKTG 4360 Marketing Research and Analytics Pr. (Grade of C or better in either MKTG 3310/3313 or MKTG 3317) and (BUAL 2650, or BUAL 3600) <strong>MKTG majors must earn a ‘C’ or better.</strong></td>
</tr>
<tr>
<td>• MKTG 4800 Marketing Strategy Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317 and Pr./Cr. Grade of C or better in MKTG 4360 and Pr. 9 credits completed in MKTG 4310-4970</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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<tr>
<td>• MKTG 4310 Sports and Entertainment Marketing Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317</td>
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<tr>
<td>• MKTG 4320 Advertising Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317</td>
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<tr>
<td>• MKTG 4330 Retail Management Pr. Grade of C or better in either MKTG 3310/3313 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 3310/3313 or MKTG 3317</td>
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<tr>
<td>• MKTG 4350 Services Marketing Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317</td>
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<tr>
<td>• MKTG 4370 Sales Management Pr. <strong>Grade of C or better in either MKTG 3310/3313/ 3317 and Pr./Cr. MKTG 4390</strong></td>
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<tr>
<td>• MKTG 4390 Personal Selling Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317</td>
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<tr>
<td>• MKTG 4400/4403 International Marketing Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317</td>
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<td>• MKTG 4410/4413 Consumer Behavior Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317</td>
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<tr>
<td>• MKTG 4420 Advanced Personal Selling Pr. <strong>Grade of C or better in (MKTG 3310/3313 or MKTG 3317)</strong> and 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 3310/3313 or MKTG 3317</td>
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<tr>
<td>• MKTG 4440 Marketing Ethics and Corporate Social Responsibility Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317</td>
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<td>• MKTG 4500 Digital Marketing Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317</td>
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<td>• MKTG 4900 Directed Studies Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317 and Permission of Department</td>
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<tr>
<td>• MKTG 4920 Marketing Student Internship Program Pr. <strong>Grade of C or better in either MKTG 3310/3313 or MKTG 3317 and Permission of Department</strong></td>
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<tr>
<td>• MKTG 4970/4973 Special Topics in Marketing Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317. Course may be repeated for a maximum of 9 credit hours.</td>
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<tr>
<td>• MKTG 4997 Honors Thesis Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317 (Honors College Students Only)</td>
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