

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		<input type="checkbox"/> CORE FINE ART ¹	3
BUSI 1010	<input type="checkbox"/> PROFESSIONAL DEVELOPMENT IN BUS I	1		<input type="checkbox"/> CORE HUMANITIES ¹	3

SOPHOMORE YEAR

<u>FIRST SEMESTER</u>				<u>SECOND SEMESTER</u>	
ECON 2020	<input type="checkbox"/> MICROECONOMICS	3	ECON 2030	<input type="checkbox"/> MACROECONOMICS	3
	<input type="checkbox"/> CORE OPTION ▲	3		<input type="checkbox"/> CORE OPTION ▲	3
BUAL 2600	<input type="checkbox"/> BUSINESS ANALYTICS I	3	ACCT 2210	<input type="checkbox"/> MANAGERIAL ACCOUNTING	3
COMM 1000/1003	<input type="checkbox"/> PUBLIC SPEAKING	3	ACCT 2700	<input type="checkbox"/> BUSINESS LAW	3
ACCT 2110	<input type="checkbox"/> FINANCIAL ACCOUNTING	3	BUAL 2650	<input type="checkbox"/> BUSINESS ANALYTICS II	3
BUSI 2010	<input type="checkbox"/> PROFESSIONAL DEVELOPMENT IN BUS II	1			

JUNIOR YEAR

<u>FIRST SEMESTER</u>				<u>SECOND SEMESTER</u>	
MNGT 3100	<input type="checkbox"/> PRINCIPLES OF MANAGEMENT	3	ISMN 2140	<input type="checkbox"/> INTRO TO INFO SYSTEMS MNGT	2
CTCT 3250	<input type="checkbox"/> INFORMATION ANALYSIS	3		<input type="checkbox"/> MARKETING ELECTIVE ²	3
FINC 3610	<input type="checkbox"/> PRINCIPLES OF FINANCE	3		<input type="checkbox"/> MARKETING ELECTIVE ²	3
SCMN 2150	<input type="checkbox"/> OPS: MNGT OF BUS. PROCESSES	2		<input type="checkbox"/> MARKETING ELECTIVE ²	3
MKTG 3310/3313	<input type="checkbox"/> PRINCIPLES OF MARKETING	3		<input type="checkbox"/> FREE ELECTIVE	4
MKTG 3010	<input type="checkbox"/> PROF DEVELOPMENT IN MARKETING	1			

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 4800	<input type="checkbox"/> MARKETING STRATEGY	3
	<input type="checkbox"/> MARKETING ELECTIVE ²	3		<input type="checkbox"/> FREE ELECTIVE	3
BUSI 4010	<input type="checkbox"/> PROFESSIONAL DEVELOPMENT IN BUS IV	1		<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"/> CREED TO SUCCEED (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.
- A Core Humanities is required for all Marketing majors regardless of the Core Option chosen

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.

Option 1: 2 Literatures and 1 History

- Core Literature I¹
- Core Literature II (from same series)¹
- HIST 1010 -OR- HIST 1020³
- Core Social Science¹

Option 2: 2 Histories and 1 Literature

- HIST 1010³
- HIST 1020³
- Core Literature I or II¹
- Core Humanities¹

Major Courses	Grade	Major Courses	Grade			
COMM1000/1003		MKTG ELEC		Free Electives	_____	_____
MKGT 3310/3313		MKTG ELEC			_____	_____
MKTG 3010		MKTG ELEC			_____	_____
MKTG 4360		MKTG ELEC			_____	_____
MKTG 4800		MKTG ELEC			_____	_____
MNGT 4800					_____	_____
31 Major 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
- 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 2010 (introduction to Theatre) – 3 hrs
- THEA 2020 (Acting Aesthetics)

Core Humanities options

One Core Humanities course is 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 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
- AGECE 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 & 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 & 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 & 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 & GEOL 1110 (Dynamic Earth & Earth and Life Through Time)
- PHYS 1500 & PHYS 1510 (General Physics I & General Physics II)

STOP! Additional options: **WARNING** – These options are NOT recommended for Harbert 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

MKTG majors must earn a 'C' or better in BUAL 2650, MKTG 3310, and MKTG 4360 to satisfy degree requirements for Marketing.

- COMM 1000/1003 Public Speaking
- MKTG 3010 Professional Development in Marketing Pr./Cr. MKTG 3310/3313 or MKTG 3317 and Pr./Cr. BUSI 2010
- MKTG 3310/3313 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 3310/3313 or MKTG 3317) and (BUAL 2650, or BUAL 3600) **MKTG majors must earn a 'C' or better.**
- 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
- 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 BUAL 2650, MKTG 3310, MKTG 4360 to satisfy degree requirements for Marketing.

- MKTG 4310 Sports and Entertainment Marketing Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317
- MKTG 4320 Advertising Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317
- MKTG 4330 Retail Management Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317
- MKTG 4340 Marketing and New Product Development Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317
- MKTG 4350 Services Marketing Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317
- **MKTG 4370 Sales Management Pr. Grade of C or better in either MKTG 3310/3313/ 3317 and Pr./Cr. MKTG 4390**
- MKTG 4390 Personal Selling Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317
- MKTG 4400/4403 International Marketing Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317
- MKTG 4410/4413 Consumer Behavior Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317
- **MKTG 4420 Advanced Personal Selling Pr. Grade of C or better in (MKTG 3310/3313 or MKTG 3317) and MKTG 4390 and Permission of Department**
- MKTG 4430 Business to Business Marketing Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317
- MKTG 4440 Marketing Ethics and Corporate Social Responsibility Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317
- MKTG 4500 Digital Marketing Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317
- MKTG 4900 Directed Studies Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317 and Permission of Department
- **MKTG 4920 Marketing Student Internship Program Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317 and Permission of Department**
- 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.
- MKTG 4997 Honors Thesis Pr. Grade of C or better in either MKTG 3310/3313 or MKTG 3317 (Honors College Students Only)

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.
- HIST 1210/1220 can be taken in lieu of HIST 1010/1020