

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	ENGL 1120	<input type="checkbox"/> ENGLISH COMP II
	<input type="checkbox"/> HIST 1010 or HIST 1020 ▲		<input type="checkbox"/> CORE OPTION ▲
MATH 1680	<input type="checkbox"/> CALCULUS W/ BUS APP I		<input type="checkbox"/> CORE LAB SCIENCE II ¹
	<input type="checkbox"/> CORE LAB SCIENCE I ¹		<input type="checkbox"/> CORE FINE ART ¹
BUSI 1010	<input type="checkbox"/> PROFESSIONAL DEVELOPMENT IN BUS I		<input type="checkbox"/> CORE HUMANITIES ¹

SOPHOMORE YEAR

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

JUNIOR YEAR

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

SENIOR YEAR

<u>FIRST SEMESTER</u>		<u>SECOND SEMESTER</u>	
MKTG 5360	<input type="checkbox"/> MARKETING RESEARCH & ANALYTICS	MNGT 4800	<input type="checkbox"/> STRATEGIC MANAGEMENT
	<input type="checkbox"/> MARKETING ELECTIVE ²	MKTG 4800	<input type="checkbox"/> MARKETING STRATEGY
	<input type="checkbox"/> MARKETING ELECTIVE ⁴		<input type="checkbox"/> MARKETING ELECTIVE ⁴
BUSI 4010	<input type="checkbox"/> PROFESSIONAL DEVELOPMENT IN BUS IV		<input type="checkbox"/> FREE ELECTIVE ⁴
	<input type="checkbox"/> FREE ELECTIVE ⁴		<input type="checkbox"/> FREE ELECTIVE
	<input type="checkbox"/> FREE ELECTIVE	UNIV 4AA0	<input type="checkbox"/> CREED TO SUCCEED (GRADUATION)

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 coursework 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 HIST/LIT ▲ 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

4 May satisfy these 15 hours with requirements for the Professional Selling minor: MKTG 4390, MKTG 4450, MKTG 4420, MKTG 4370, & MKTG 4430 or 4500

▲ 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 the same series)¹
- ☐ HIST 1010 -OR- HIST 1020 ³
- ☐ Core Social Science¹

Option 2: 2 Histories and 1 Literature

- ☐ HIST 1010 ³
- ☐ HIST 1020 ³
- ☐ Core Literature I or II¹
- ☐ Core Humanities¹

Major Courses	Grade	Major Courses	Grade
COMM 1000		MKTG ELEC	
MKTG 3310		MKTG ELEC	
MKTG 3010		MKTG ELEC	
MKTG 5360		CTCT 3250	
MKTG 4800		ISMN 2140	
MNGT 4800			
30 Major Hours			

Free Electives

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 History/1 Lit option, choose any single Lit course.
If choosing 2 Lit/1 History option, must complete Lit I & II from the same series.

- 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 Lit I) – 3 hrs
- ENGL 2280 (African American Lit 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 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) – 3 hrs

Core Humanities options

One Core Humanities course is required only for students choosing the 2 History/ 1 Lit 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 (Philosophy of Science and Critical Thinking) – 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 and Culture II) – 3 hrs.

~ 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 Lit/ 1 History core option.

- AFRI 2000 (Intro to Africana Studies) – 3 hrs
- AGECE 1000 (Global Issues in Food, Ag, Dev, and Environment) – 3 hrs
- 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 in Human Sciences) – 3 hrs
- NATR 2050 (People and the Environment) – 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 Ethnicity) – 3 hrs
- SUST 2000 (Intro to Sustainability) – 3 hrs
- UNIV 2720 (Human Odyssey II) – 3 hrs
- WMST 2100 (Intro to Women's & Gender Studies) – 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

~ 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 & FOWS 1020 or FOWS 1030 or FOWS 1040 (CoS & Nature I or II or Climate 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
- FOWS 1020 & FOWS 1030 (Science of Nature I & Science of Nature II)
- FOWS 1030 & FOWS 1050 (Climate Science I & Climate Science II)
- GEOG 1020 & GEOG 1030 (Global Systems I & Global Systems II)
- GEOL 1100 & GEOL 1110 (Dynamic Earth & Earth and Life Through Time)
- GEOL 1100 & GEOG 1020 or GEOG 1030 (Dynamic Earth & Global Systems I or II)
- PHYS 1500 & PHYS 1510 (General Physics I & General Physics II)



Additional options

WARNING – These options are NOT recommended for HCoB students since they include courses 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

**Business majors who earn AP BIOL 1020 credit and have not earned a 2nd core science credit should take BIOL 1010 to satisfy the 8 hrs core science requirement.

Available Substitutions

- HIST 1210/1220 (Technology and Civilization I/II) can be substituted for HIST 1010/1020 to satisfy the core History requirement(s)
- MATH 1610 can be substituted for the MATH 1680 requirement. Note that MATH 1610 has higher prerequisites than MATH 1680.

Marketing Major Notes

- MKTG majors must earn a grade of 'C' or better in BUAL 2650, MKTG 3310, MKTG 4360 or 5360, and at least 3 of the MKTG electives (9 hours) counting in the major
- All 3000-5000 level business courses require junior standing (60 hrs)
- MNGT 4800 *Pr. MKTG 3310, MNGT 3100, and FINC 3610, and senior standing.* This course must be completed at AU
- Any directed reading course or internship course must receive departmental approval prior to registration
- Prerequisites and/or corequisites for Business courses are strictly enforced
- Refer to the AU Bulletin for course pre-prerequisites and descriptions <http://bulletin.auburn.edu.coursesofinstruction>

Required Marketing Courses

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

- COMM 1000 Public Speaking
- CTCT 3250 Information Analysis
- ISMN 2140 Intro to Information Systems Management
- MKTG 3010 Professional Development in Marketing *Pr./Cr. MKTG 3310/3317 and Pr./Cr. BUSI 2010*
- MKTG 3310 Principles of Marketing *Pr. Junior Standing; MKTG majors must earn a 'C' or better.*
- MKTG 5360 (formerly MKTG 4360* effective Spring 2023) Marketing Research and Analytics *Pr. Grade of C or better in MKTG 3310/3317 and Grade of C or better in BUAL 2650; MKTG majors must earn a 'C' or better.*
- MKTG 4800 Marketing Strategy *Pr. Grade of C or better in MKTG 3310/3317 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

Marketing major <u>without</u> the Professional Selling minor	Marketing major <u>with</u> Professional Selling minor
<p>Must choose 6 Marketing electives (18 hours) from the following options:</p> <ul style="list-style-type: none">• BUSI 3250 International Business• MKTG 4310 Sports & Entertainment Mktg• MKTG 4330 Retail Management• MKTG 4340 Mktg & New Product Dev• MKTG 4350 or 5350* Services Marketing• MKTG 4370 or 5370* Sales Management• MKTG 4390 Personal Selling• MKTG 4400 International Marketing• MKTG 4410 Consumer Behavior• MKTG 4420 Advanced Personal Selling• MKTG 4430 Business-to-Business Marketing• MKTG 4440 Mktg Ethics & Corp Social Resp• MKTG 4450 Customer Relationship Management• MKTG 4460 Advertising Strategy• MKTG 4470 Pharmaceutical Marketing• MKTG 4480 Pricing Strategy• MKTG 4490 Negotiating and Conflict Resolution• MKTG 4500 or 5500* Digital Marketing• MKTG 4900 Directed Studies• MKTG 4920 Marketing Internship Program• MKTG 4970 Special Topics in Marketing• MKTG 4997 Honors Thesis	<p>Must complete the following requirements (15 hours) for the minor:</p> <ul style="list-style-type: none">• MKTG 4390 Personal Selling• MKTG 4450 Customer Relationship Mngt• MKTG 4370 or 5370* Sales Management• MKTG 4420 Advanced Personal Selling <p>Plus choose 1 of the following:</p> <ul style="list-style-type: none">• MKTG 4430 Business-to-Business Marketing• MKTG 4490 Negotiating and Conflict Resolution• MKTG 4500 or 5500* Digital Marketing <p>-AND-</p> <p>Must choose 3 Marketing electives (9 hours) for the major from the following options:</p> <ul style="list-style-type: none">• BUSI 3250 International Business• MKTG 4310 Sports & Entertainment Mktg• MKTG 4330 Retail Management• MKTG 4340 Mktg & New Product Dev• MKTG 4350 or 5350* Services Marketing• MKTG 4400 International Marketing• MKTG 4410 Consumer Behavior• MKTG 4440 Mktg Ethics & Corp Social Resp• MKTG 4460 Advertising Strategy• MKTG 4470 Pharmaceutical Marketing• MKTG 4480 Pricing Strategy• MKTG 4900 Directed Studies• MKTG 4920 Marketing Internship Program• MKTG 4970 Special Topics in Marketing• MKTG 4997 Honors Thesis

***Note course number changes effective Spring 2023. Students who completed the 4000-level course will not get credit for the 5000-level version of the same course.**

Additional Degree Requirements

Auburn University requires a minimum 2.0 major GPA & a minimum 2.0 AU cumulative GPA to satisfy graduation requirements.