



## Marketing

### **Required-1st Semester**

UNIV 1000 University Success <sup>1</sup>

### **State Core**

ENGL 1010 English Comp I <sup>1</sup>

ENGL 1020 English Comp II <sup>1</sup>

Literature (2530/2540, 2570/2580, 2600/2610)

Lit. Sequence or Area II Course\*\*

Fine Art Core

COMM 1010 Intro Human Communication

Science/Lab \*

Science/Lab \*

Developmental MATH

MATH 1050, 1120 or 1150<sup>1</sup>

History (1010/1020, 1060/1070, 2010/2020)

History Sequence or Area IV Course\*\*

### **Electives/ Minor**

BUSN/Apr. Elective<sup>3</sup>

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3000/4000 BUSN Elective <sup>1</sup>

### **Lower Business Core**

INFO 2050 Computer Applications <sup>1</sup>

ACCT 2010 Financial Accounting <sup>1</sup>

ACCT 2020 Managerial Accounting <sup>1</sup>

ECON 2010 Microeconomics <sup>1</sup>

ECON 2020 Macroeconomics <sup>1</sup>

MNGT 2410 Legal Environment of Business <sup>1</sup>

BUSN 2740 Business Statistics I <sup>1</sup>

BUSN 2750 Business Statistics II <sup>1</sup>

### **Upper Business Core**

BUSN 3000 Ethical Leadership Development <sup>1,4</sup>

BUSN 3060 Business Communications <sup>1</sup>

INFO 3070 Mngt Sys, Technology, and Data <sup>1</sup>

FINA 3610 Financial Management <sup>1</sup>

MNGT 3380 Management Org. Behavior <sup>1</sup>

MKTG 3310 Principles of Marketing <sup>1</sup>

QMTD 3600 Managing Prod, Oper & Processes <sup>1</sup>

BUSN 4800 Strategic Management <sup>1,2\*\*\*</sup>

### **Marketing-Major Area**

MKTG 4360 Marketing Research <sup>1</sup>

MKTG 4400 Professional Selling & Sales Mngt <sup>1</sup>

MKTG 4410 Buyer Behavior <sup>1</sup>

MKTG 4650 International Marketing <sup>1</sup>

MKTG 4780 Marketing Strategy <sup>1</sup>

Marketing Elective <sup>1</sup>

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MKTG Approved Electives:

MKTG 3420, 4010, 4340, 4380, 4390, 4420, 4500, 4600, 4700, 4740, 4830, 4924 (Internship)\*, 4970

\*For information on Internships, contact Dr. Kimberly Johnson at [kjohns36@aum.edu](mailto:kjohns36@aum.edu)

<sup>1</sup> Grades below **C** are not acceptable for graduation

<sup>2</sup> BUSN 4800 must be completed at AUM

<sup>3</sup> Only four hours of PHED classes can be used as BUSN/Apr. Electives

<sup>4</sup> Designates one hour course

\*AUM Science courses w/ lab include: BIOL 1000/1001, BIOL 1050/1051, CHEM 1100/1101, CHEM 1200/1201, PSCI 1100/1101, PSCI 1300/1301, PSCI 1400/1401, and PSCI 1500/1501

(Students cannot receive credit for both BIOL 1000/1001 and BIOL 1010/1011 these courses are the same.)

\*\*Option I: History sequence and Area II Course **OR** Option II: Literature Sequence and Area IV Course

\*\*\*All Upper Business Core must be complete before taking BUSN 4800