



Marketing

Required-1st Semester

UNIV 1000 University Success ¹

State Core

ENGL 1010 English Comp I ¹

ENGL 1020 English Comp II ¹

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 1150¹

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

History Sequence or Area IV Course**

Electives/ Minor

BUSN/Apr. Elective³

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3000/4000 BUSN Elective ¹

Lower Business Core

INFO 2050 Computer Applications ¹

ACCT 2010 Financial Accounting ¹

ACCT 2020 Managerial Accounting ¹

ECON 2010 Microeconomics ¹

ECON 2020 Macroeconomics ¹

MNGT 2410 Legal Environment of Business ¹

BUSN 2740 Business Statistics I ¹

BUSN 2750 Business Statistics II ¹

Upper Business Core

BUSN 3000 Ethical Leadership Development ^{1,4}

BUSN 3060 Business Communications ¹

INFO 3070 Mngt Sys, Technology, and Data ¹

FINA 3610 Financial Management ¹

MNGT 3380 Management Org. Behavior ¹

MKTG 3310 Principles of Marketing ¹

QMTD 3600 Managing Prod, Oper & Processes ¹

BUSN 4800 Strategic Management ^{1,2***}

Marketing-Major Area

MKTG 4360 Marketing Research ¹

MKTG 4400 Professional Selling & Sales Mngt ¹

MKTG 4410 Buyer Behavior ¹

MKTG 4650 International Marketing ¹

MKTG 4780 Marketing Strategy ¹

Marketing Elective ¹

Marketing Elective ¹

Marketing Elective ¹

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

¹ Grades below **C** are not acceptable for graduation

² BUSN 4800 must be completed at AUM

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

⁴ 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