Required-1st Semester
UNIV 1000 University Success

State Core
ENGL 1010 English Comp I
ENGL 1020 English Comp II
Literature (2530/2540, 2570/2580, 2600/2610)
Lit. Sequence or Area II Course
Fine Art Core
COMM 1010 Intro Human Communication
Science/Lab
Developmental MATH
MATH 1050, 1120 or 1150
History (1010/1020, 1060/1070, 2010/2020)
History Sequence or Area IV Course

Electives/Minor
BUSN/Apr. Elective
BUSN/Apr. Elective
BUSN/Apr. Elective
3000/4000 BUSN Elective

Lower Business Core
INFO 2050 Computer Applications
ACCT 2010 Financial Accounting
ACCT 2020 Managerial Accounting
ECON 2010 Microeconomics
ECON 2020 Macroeconomics
MNGT 2410 Legal Environment of Business
BUSN 2740 Business Statistics I
BUSN 2750 Business Statistics II

Upper Business Core
BUSN 3000 Ethical Leadership Development
BUSN 3060 Business Communications
INFO 3070 Mngt Sys, Technology, and Data
FINA 3610 Financial Management
MNGT 3380 Management Org. Behavior
MKTG 3310 Principles of Marketing
QMTE 3600 Managing Prod, Oper & Processes
BUSN 4800 Strategic Management

Marketing-Major Area
MKTG 4360 Marketing Research
MKTG 4400 Professional Selling & Sales Mngt
MKTG 4410 Buyer Behavior
MKTG 4650 International Marketing
MKTG 4780 Marketing Strategy
Marketing Elective
Marketing Elective
Marketing Elective

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