# 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 1150 **1**  
History (1010/1020, 1060/1070, 2010/2020)  
History Sequence or Area IV Course**

**Electives/Minor**  
BUSN/Apr. Elective **3**  
BUSN/Apr. Elective **3**  
BUSN/Apr. Elective **3**  
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**  
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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

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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