



AUBURN UNIVERSITY
AT MONTGOMERY

COLLEGE OF BUSINESS

Marketing Major Plan of Study (120 total credit hours)

Courses
UNIV 1000 University Success
State Core
ENGL C1010 English Comp 1 (need matching lab section for C1011)
ENGL 1010 English Comp I (Grades below C are not acceptable for graduation)
ENGL 1020 English Comp II (Grades below C are not acceptable for graduation)
Literature (2530/2540, 2570/2580, 2600/2610, 2670/2680)
Literature Sequence or Area II Course
Fine Arts Elective (MUSI 2110, VISU 1000, or THEA 2040)
COMM 1010, 2100, or 2212
Science/Lab
Science/Lab
MATH 1050, 1120, or 1150 (Grades below C are not acceptable for graduation)
History (1010/1020, 1060/1070, 1080/1090)
History Sequence or Area IV Course
Electives (3 courses)
Approved Electives (choose 3) (Must be in addition to any major requirement, grades below C are not acceptable for graduation)
Lower Business Core (9 courses) (Grades below C are not acceptable for graduation)
INFO 2060 Digital Productivity with AI
ACCT 2010 Introduction to Financial Accounting
ACCT 2020 Introduction to Managerial Accounting
ECON 2010 Microeconomics
ECON 2020 Macroeconomics
BUSN 2060 Business Communication
MNGT 2410 Legal Environment of Business
QMTD 2740 Business Statistics I
QMTD 2750 Business Statistics II
Upper Business Core (8 courses) (Grades below C are not acceptable for graduation)
BUSN 3010 Career Launch Essentials (1 Credit Hour)
BUSN 3150 Working with AI: Basics to Practice
INFO 3070 Managing Systems, Technology, and Data
FINA 3610 Principles of Financial Management
MNGT 3380 Management Organizational Behavior
MKTG 3310 Principles of Marketing
QMTD 3600 Managing Productions, Operations, & Processes
BUSN 4800 Strategic Management (All Lower and Upper Business Core must be completed first) (Must be taken at AUM)
Marketing Major Area (8 courses) (Grades below C are not acceptable for graduation)
MKTG 3420 Issues in Marketing
MKTG 4000 Meta-Skills for Marketers
MKTG 4360 Marketing Research & Analytics
MKTG 4510 Competitive Advantage & Innovation
MKTG 4780 Marketing Strategy
MKTG Approved Elective (choose 3)