# Marketing Hospitality and Tourism

## 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**  
- **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 Busn 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/Hospitality Option-Major Area
- MKTG 4360 Marketing Research 1  
- MKTG 4400 Professional Selling & Sales Mngt 1  
- MKTG 4410 Buyer Behavior 1  
- MKTG 4600 Services Marketing 1  
- MKTG 4780 Marketing Strategy 1  
- MKTG 4924 Internship 1*  
- Marketing Elective 1  
- Marketing Elective 1  

Marketing Hospitality and Tourism Approved Electives:
- ACCT 3210, HRSM 3150, MKTG 4320, MKTG 4390, MKTG 4924  
- MKTG 4924 is a required class; however, a second internship may be completed as one of the two electives. Please consult Dept. Head to arrange this.  
*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