

Huntington University

3-Year Guide to Typical Programs, 2017-2020

Marketing (B.S. Degree)

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3-Year Plans work for students who can earn credit outside the regular semester (dual-credit, early entry, summer courses, CLEP/AP exams).

Summer 2017	Fall 2017	J-Term 2018	Spring 2018
Core/Electives ⁺ 6 total 6	<u>AC 241: Principles of Accounting I</u> 3 <u>EB 211: Principles of Macroeconomics</u> 3 <u>OA 215: Business Software Applications</u> ³ 1 <u>OA 215: Business Software Applications</u> ³ 1 Core/Electives ⁺ 8 total 16	Core/Elective ⁺ 3 total 3	<u>AC 242: Principles of Accounting II</u> 3 <u>BA 252: Business Org. & Management</u> 3 <u>EB 212: Principles of Microeconomics</u> 3 <u>OA 215: Business Software Applications</u> ³ 1 Core/Electives ⁺ 6 total 16
Summer 2018	Fall 2018	J-Term 2019	Spring 2019
Core/Electives ⁺ 7 total 7	<u>BA 281: Principles of Marketing</u> 3 <u>BA 351: Business Law</u> 3 <u>MA 151: Intro to Probability & Statistics</u> 4 <u>Elective in Major</u> ² 3 Core/Electives ⁺ 4 total 17	Core/Elective ⁺ 3 total 3	* <u>BA 312: Advertising & Promotion</u> 3 * <u>BA 326: Consumer Behavior</u> 3 <u>MA 161: Math for Mgr & Soc Sciences</u> ¹ 4 Core/Electives ⁺ 7 total 17
Summer 2019	Fall 2019	J-Term 2020	Spring 2020
Core/Electives ⁺ 6 total 6	* <u>BA 311: Salesmanship</u> 3 <u>OA 371: Business Communications</u> 3 <u>Elective in Major</u> ² 3 Core/Electives ⁺ 8 total 17	<u>BA495: Internship</u> ⁵ 3 total 3	<u>BA 421: Financial Management</u> 3 * <u>BA 473: Market Research</u> 3 <u>BA 481: Bus Seminar in Social Issues</u> 3 Core/Electives ⁺ 8 total 17

CORE CURRICULUM REQUIREMENTS:

⁺(The following courses are required and should be used to fill in remaining credits to reach the targeted total for each semester. Electives may be used if more credit hours are needed to reach the required total of 128 hours for bachelor degrees.)

- EN 121 Academic Writing & Research (3)
- EN 151 Perspectives on Literature (3)
- CO 215 Public Speaking (3)
- HS 115 Historical Perspectives on Culture & Civilization I (3)
- HS 116 Historical Perspectives on Culture & Civilization II (3)
- PL 220/260 Introduction to Philosophy/Ethics (3)
- AR/DM/MU/TH 115 Introduction to Art/Digital Media Arts/Music/Theatre (2)
- Creative Studio Arts (1)
- BR 111 Biblical History & Literature (3)
- MI 285 Understanding the Christian Faith (3)
- BR ___ Upper Level (300+) Bible (3)
- 1 Core Social Science (PS 111, PY 111, SO 111, SO 141)⁴
- 2 Core Laboratory Sciences (BI 111/L, CH 111/L or CH 141/L, PH 111/L)
- EX 101 Wellness for Life (2)

NOTES:

1. Either MA 161 or MA 171 will fulfill the major requirement in math. MA 171 is recommended for those anticipating graduate school.
2. Two courses must be taken from: CO 331; BA 213, 341, 461; and approved January Term courses.
3. Students must take three of the following OA215 Business Software Application courses or equivalent certificate: Word Processing, Spreadsheet, Database, and Computer Graphics.
4. PY 111 is recommended for those who anticipate having a minor in entrepreneurial small business.
5. BA 495 Internship in Business (2-4 credit hours) may be taken in a different term.
6. Students are required to have 128 hours to graduate, including a minimum of 36 hours of 300+ courses and 3 J-Terms in at least 2 departments.

*Indicates alternating year course.

Underlining indicates required for major.