

# Huntington University

## Guide to Typical Programs, 2020-2024

# Marketing (B.S. Degree)

Advisors: Drs. McPherrren and Zehr  
 Profs. Irick and Wickersham

Note that this is a "Typical Program." Actual programs will vary. See the Academic Catalog for official details.

Fall 2020	J-Term 2021	Spring 2021	Summer 2021
<u>AC 241:</u> <u>Principles of Accounting I</u> 3 <u>OA 215:</u> <u>Business Software Applications</u> <sup>3</sup> 1 <u>OA 215:</u> <u>Business Software Applications</u> <sup>3</sup> 1 HS 115: Hist Persp on Cult & Civ I 3 EN 121: Academic Writing & Research 3 EX 101: Wellness for Life 2 PY 111: Introduction to Psychology <sup>4</sup> 3 <p style="text-align: right;"><b>total 16</b></p>	Required J-Term 2 <p style="text-align: right;"><b>total 2</b></p>	<u>AC 242:</u> <u>Principles of Accounting II</u> 3 <u>BA 252:</u> <u>Business Org. &amp; Management</u> 3 <u>OA 215:</u> <u>Business Software Applications</u> <sup>3</sup> 1 HS 116: Hist Persp on Cult & Civ II 3 EN 151: Perspectives on Literature 3 115: Intro to AR/DM/MU/TH 2 <p style="text-align: right;"><b>total 15</b></p>	<p style="text-align: right;"><b>total</b></p>
Fall 2021	J-Term 2022	Spring 2022	Summer 2022
<u>BA 281:</u> <u>Principles of Marketing</u> 3 <u>EB 211:</u> <u>Principles of Macroeconomics</u> 3 <u>MA 151:</u> <u>Intro to Probability &amp; Statistics</u> 4 BT ____: Introductory Bible 3 CO 215: Public Speaking 3 <p style="text-align: right;"><b>total 16</b></p>	Required J-Term 2 <p style="text-align: right;"><b>total 2</b></p>	<u>EB 212:</u> <u>Principles of Microeconomics</u> 3 <u>MA 161:</u> <u>Math for Mgr &amp; Soc Sciences</u> <sup>1</sup> 4 <u>Elective in Major</u> <sup>2</sup> 3 Creative Studio Arts 1 Laboratory Science 4 <p style="text-align: right;"><b>total 15</b></p>	<p style="text-align: right;"><b>total</b></p>
Fall 2022	J-Term 2023	Spring 2023	Summer 2023
<u>BA 351:</u> <u>Business Law</u> 3 <u>OA 371:</u> <u>Business Communications</u> 3 MI 285: Understand the Christian Faith 3 Electives 5 <p style="text-align: right;"><b>total 14</b></p>	Required J-Term 2 <p style="text-align: right;"><b>total 2</b></p>	* <u>BA 312:</u> <u>Advertising &amp; Promotion</u> 3 * <u>BA 326:</u> <u>Consumer Behavior</u> 3 <u>BA 421:</u> <u>Financial Management</u> 3 Laboratory Science 4 Elective 3 <p style="text-align: right;"><b>total 16</b></p>	<p style="text-align: right;"><b>total</b></p>
Fall 2023	J-Term 2024	Spring 2024	Summer 2024
* <u>BA 311:</u> <u>Salesmanship</u> 3 <u>Elective in Major</u> <sup>2</sup> 3 BT ____: Bible Elective [300+ level] 3 Elective [300+ level] <sup>5</sup> 7 <p style="text-align: right;"><b>total 16</b></p>	<p style="text-align: right;"><b>total</b></p>	* <u>BA 473:</u> <u>Market Research</u> 3 <u>BA 481:</u> <u>Bus Seminar in Social Issues</u> 3 <u>BA 495:</u> <u>Internship in Business</u> 2-4 PL ____: Intro to Philosophy/Ethics 3 Elective 3 <p style="text-align: right;"><b>total 14-16</b></p>	<p style="text-align: right;"><b>total</b></p>

### 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 an equivalent certificate: Word Processing (by examination only), Spreadsheet, Advanced Spreadsheet, Database, and Computer Graphics.
4. PY 111 is recommended for those who anticipate having a minor in entrepreneurial small business.
5. Majors must be careful in selection of electives so that a sufficient number of upper division courses are taken. A minimum of 36 hours of 300+ courses is required for graduation.

\*Indicates alternating year course.

Underlining indicates required for major.