

Huntington University

3-Year Guide to Typical Programs, 2020-2023

Marketing (B.S. Degree)

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

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

Summer 2020	Fall 2020	J-Term 2021	Spring 2021
Dual Credit Transfer: OA 215: <u>Business Software Apps</u> ³ 3 EN 121: Academic Writing & Rsrch 3 Core Social Science ⁴ 3 total 9	<u>AC 241: Principles of Accounting I</u> 3 <u>BA 252: Business Org. & Management</u> 3 <u>EB 211: Principles of Macroeconomics</u> 3 HS 115: Hist Persp on Cult & Civ I 3 Laboratory Science 4 total 16	Required J-Term 2 total 2	<u>AC 242: Principles of Accounting II</u> 3 <u>EB 212: Principles of Microeconomics</u> 3 <u>MA 161: Math for Mgr & Soc Sciences</u> ¹ 4 HS 116: Hist Persp on Cult & Civ II 3 CO 215: Public Speaking 3 total 16
Summer 2021	Fall 2021	J-Term 2022	Spring 2022
MA 151: <u>Intro to Probability & Statistics</u> 4 EN 151: Perspectives on Literature 3 total 7	* <u>BA 281: Principles of Marketing</u> 3 <u>BA 311: Salesmanship</u> 3 <u>Elective in Major</u> ² 3 BT ___: Introductory Bible 3 EX 101: Wellness for Life 2 Elective ⁶ 3 total 17	Required J-Term 2 total 2	* <u>BA 421: Financial Management</u> 3 <u>BA 473: Market Research</u> 3 MI 285: Understand the Christian Faith 3 Creative Studio Arts 1 Laboratory Science 4 Elective ⁶ 3 total 17
Summer 2022	Fall 2022	J-Term 2023	Spring 2023
BA 495: <u>Internship</u> ⁵ 6 (minimum of 3 hrs required)	<u>BA 351: Business Law</u> 3 <u>OA 371: Business Communications</u> 3 <u>Elective in Major</u> ² 3 BT___: Bible Elective [300+ level] 3 PL___: Intro to Philosophy/Ethics 3 115: Intro to AR/DM/MU/TH 2 total 17	Required J-Term 2 total 2	* <u>BA 312: Advertising & Promotion</u> 3 * <u>BA 326: Consumer Behavior</u> 3 <u>BA 481: Bus Seminar in Social Issues</u> 3 Electives ⁶ 8 total 17

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 OA 215 Business Software Application courses or 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. 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.