

Huntington University

Guide to Typical Programs, 2021-2025

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 2021	J-Term 2022	Spring 2022	Summer 2022
<u>AC 241:</u> Principles of Accounting I 3 <u>OA 215:</u> Business Software Applications ³ 1 <u>OA 215:</u> Business Software Applications ³ 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 ⁴ 3 <p style="text-align: right;">total 16</p>	Required J-Term 2 <p style="text-align: right;">total 2</p>	<u>AC 242:</u> Principles of Accounting II 3 <u>BA 252:</u> Business Org. & Management 3 <u>OA 215:</u> Business Software Applications ³ 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;">total 15</p>	total
Fall 2022	J-Term 2023	Spring 2023	Summer 2023
<u>BA 281:</u> Principles of Marketing 3 <u>EB 211:</u> Principles of Macroeconomics 3 <u>MA 151:</u> Intro to Probability & Statistics 4 BT ____: Introductory Bible 3 CO 215: Public Speaking 3 <p style="text-align: right;">total 16</p>	Required J-Term 2 <p style="text-align: right;">total 2</p>	* <u>BA 326:</u> Consumer Behavior 3 <u>EB 212:</u> Principles of Microeconomics 3 <u>MA 161:</u> Math for Mgr & Soc Sciences ¹ 4 Creative Studio Arts 1 Laboratory Science 4 <p style="text-align: right;">total 15</p>	total
Fall 2023	J-Term 2024	Spring 2024	Summer 2024
<u>BA 351:</u> Business Law 3 <u>OA 371:</u> Business Communications 3 MI 285: Understand the Christian Faith 3 Electives 5 <p style="text-align: right;">total 14</p>	Required J-Term 2 <p style="text-align: right;">total 2</p>	* <u>BA 473:</u> Market Research 3 <u>BA 421:</u> Financial Management 3 <u>Elective in Major</u> ² 3 Laboratory Science 4 Elective 3 <p style="text-align: right;">total 16</p>	total
Fall 2024	J-Term 2025	Spring 2025	Summer 2025
* <u>BA 311:</u> Salesmanship 3 <u>Elective in Major</u> ² 3 BT ____: Bible Elective [300+ level] 3 Elective [300+ level] ⁵ 7 <p style="text-align: right;">total 16</p>	total	* <u>BA 312:</u> Advertising & Promotion 3 <u>BA 481:</u> Bus Seminar in Social Issues 3 <u>BA 495:</u> Internship in Business 2-4 PL ____: Intro to Philosophy/Ethics 3 Elective 3 <p style="text-align: right;">total 14-16</p>	total

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.