

Huntington University

Guide to Typical Programs, 2022-2026

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 2022	Spring 2023	Summer 2023
<u>AC 241: Principles of Accounting I</u> 3 <u>OA 215: Business Software Applications³</u> 1 <u>OA 215: Business Software Applications³</u> 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 total 16	<u>AC 242: Principles of Accounting II</u> 3 <u>BA 252: Business Org. & Management</u> 3 <u>OA 215: Business Software Applications³</u> 1 HS 116: Hist Persp on Cult & Civ II 3 EN 151: Perspectives on Literature 3 115: Intro to AR/DM/MU/TH 2 total 15	total
Fall 2023	Spring 2024	Summer 2024
<u>BA 281: Principles of Marketing</u> 3 <u>EB 211: Principles of Macroeconomics</u> 3 <u>MA 151: Intro to Probability & Statistics</u> 4 BT __: Introductory Bible 3 CO 215: Public Speaking 3 total 16	* <u>BA 312: Advertising & Promotion</u> 3 <u>EB 212: Principles of Microeconomics</u> 3 <u>MA 161: Math for Mgr & Soc Sciences¹</u> 4 Laboratory Science 4 total 14	total
Fall 2024	Spring 2025	Summer 2025
<u>BA 351: Business Law</u> 3 <u>OA 371: Business Communications</u> 3 MI 285: Understand the Christian Faith 3 Electives 6 total 15	* <u>BA 326: Consumer Behavior</u> 3 <u>BA 421: Financial Management</u> 3 <u>Elective in Major²</u> 3 Creative Studio Arts 1 Laboratory Science 4 total 14	total
Fall 2025	Spring 2026	Summer 2026
* <u>BA 311: Salesmanship</u> 3 <u>Elective in Major²</u> 3 BT __: Bible Elective [300+ level] 3 Elective [300+ level] ⁵ 7 total 16	* <u>BA 473: Market Research</u> 3 <u>BA 481: Bus Seminar in Social Issues</u> 3 <u>BA 495: Internship in Business</u> 2-4 PL __: Intro to Philosophy/Ethics 3 Elective 3 total 14-16	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.