

# Huntington University

## Guide to Typical Programs, 2023-2027

# Marketing (B.S. Degree)

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

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

Fall 2023	Spring 2024	Summer 2024
<u>AC 241: Principles of Accounting I</u> 3 <u>OA 215: Business Software Applications</u> <sup>3</sup> 1 <u>OA 215: Business Software Applications</u> <sup>3</sup> 1 EN 121: Academic Writing & Research 3 HS 115: Hist Persp on Cult & Civ I 3 PY 111: Introduction to Psychology <sup>4</sup> 3 SS 111: First-Year Seminar 1 <p style="text-align: right;"><b>total 15</b></p>	<u>AC 242: Principles of Accounting II</u> 3 <u>BA 252: Business Org. &amp; Management</u> 3 <u>OA 215: Business Software Applications</u> <sup>3</sup> 1 EN 151: Perspectives on Literature 3 EX 101: Wellness for Life 2 HS 116: Hist Persp on Cult & Civ II 3 <p style="text-align: right;"><b>total 15</b></p>	<b>total</b>
Fall 2024	Spring 2025	Summer 2025
<u>BA 281: Principles of Marketing</u> 3 <u>EB 211: Principles of Macroeconomics</u> 3 <u>MA 151: 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>	<u>BA 312: Advertising &amp; Promotion</u> 3 <u>EB 212: Principles of Microeconomics</u> 3 <u>MA 150: Introduction to Data Analytics</u> <sup>1</sup> 3 115: Intro to AR/DM/MU/TH 2 Laboratory Science 4 <p style="text-align: right;"><b>total 15</b></p>	<b>total</b>
Fall 2025	Spring 2026	Summer 2026
<u>BA 213: Social Media</u> 3 * <u>BA 311: Professional Selling</u> 3 MI 285: Understand the Christian Faith 3 Electives 6 <p style="text-align: right;"><b>total 15</b></p>	<u>BA 421: Financial Management</u> 3 * <u>BA 473: Market Research</u> 3 <u>Elective in Major</u> <sup>2</sup> 3 Creative Studio Arts 1 Laboratory Science 4 <p style="text-align: right;"><b>total 14</b></p>	<b>total</b>
Fall 2026	Spring 2027	Summer 2027
<u>BA 351: Business Law</u> 3 <u>OA 371: Business Communications</u> 3 BT___: Bible Elective [300+ level] 3 Elective [300+ level] <sup>5</sup> 7 <p style="text-align: right;"><b>total 16</b></p>	* <u>BA 326: Consumer Behavior</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 <p style="text-align: right;"><b>total 14-16</b></p>	<b>total</b>

### NOTES:

1. Either MA 150 or MA 171 will fulfill the major requirement in math. MA 171 is recommended for those anticipating graduate school.
2. One course must be taken from: CO 331; BA 341, 384, or 461.
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.