

# Huntington University

## 3-Year Guide to Typical Programs, 2023-2026

# Marketing (B.S. Degree)

Advisors: Drs. McPherrren and Zehr  
 Profs. 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 2023	Fall 2023	Spring 2024
Dual Credit Transfer: <u>OA 215: Business Software Apps</u> <sup>3</sup> 3 EN 121: Academic Writing & Research 3 Core Social Science <sup>4</sup> 3 <p style="text-align: right;"><b>total 9</b></p>	<u>AC 241: Principles of Accounting I</u> 3 <u>BA 252: Business Org. &amp; Management</u> 3 <u>EB 211: Principles of Macroeconomics</u> 3 HS 115: Hist Persp on Cult & Civ I 3 Laboratory Science 4 SS 111: First-Year Seminar 1 <p style="text-align: right;"><b>total 17</b></p>	<u>AC 242: Principles of Accounting II</u> 3 <u>EB 212: Principles of Microeconomics</u> 3 <u>MA 150: Intro to Data Analytics</u> <sup>1</sup> 3 CO 215: Public Speaking 3 HS 116: Hist Persp on Cult & Civ II 3 <p style="text-align: right;"><b>total 15</b></p>
Summer 2024	Fall 2024	Spring 2025
<u>MA 151: Intro to Probability &amp; Statistics</u> 4 EN 151: Perspectives on Literature 3 <p style="text-align: right;"><b>total 7</b></p>	<u>BA 213: Social Media</u> 3 <u>BA 281: Principles of Marketing</u> 3 <u>BA 351: Business Law</u> 3 BT ___: Introductory Bible 3 EX 101: Wellness for Life 2 Elective <sup>6</sup> 3 <p style="text-align: right;"><b>total 17</b></p>	<u>BA 312: Advertising &amp; Promotion</u> 3 * <u>BA 326: Consumer Behavior</u> 3 MI 285: Understand the Christian Faith 3 Creative Studio Arts 1 Laboratory Science 4 Elective <sup>6</sup> 3 <p style="text-align: right;"><b>total 17</b></p>
Summer 2025	Fall 2025	Spring 2026
<u>BA 495: Internship</u> <sup>5</sup> 6 (minimum of 3 hrs required)	* <u>BA 311: Professional Selling</u> 3 <u>OA 371: Business Communications</u> 3 <u>Elective in Major</u> <sup>2</sup> 3 BT ___: Bible Elective [300+ level] 3 PL ___: Intro to Philosophy/Ethics 3 115: Intro to AR/DM/MU/TH 2 <p style="text-align: right;"><b>total 17</b></p>	<u>BA 421: Financial Management</u> 3 * <u>BA 473: Market Research</u> 3 <u>BA 481: Bus Seminar in Social Issues</u> 3 Electives <sup>6</sup> 6 <p style="text-align: right;"><b>total 15</b></p>

### 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, 461.
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 (2-12 credit hours) may be taken in a different term.
6. Students are required to have 120 hours to graduate, including a minimum of 36 hours of 300+ courses.
7. Students who have taken AP exams, early-entry or dual-credit courses may be able to lighten the number of credits needed during a given semester and may even eliminate the need for summer coursework. The Registrar's Offices' evaluation of prior coursework will help students and their academic advisors plan out degree requirements.

\*Indicates alternating year course.

Underlining indicates required for major.