

Huntington University

Guide to Typical Programs, 2023-2027

Marketing (B.S. Degree)

Business Administration (M.B.A. Degree)

Advisors: Drs. McPherran and Zehr

3-Year Undergraduate 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: 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 SS 111: First-Year Seminar 1 total 17	<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> ¹ 3 CO 215: Public Speaking 3 HS 116: Hist Persp on Cult & Civ II 3 total 15
Summer 2024	Fall 2024	Spring 2025
MA 151: <u>Intro to Probability & Stats</u> 4 EN 151: Perspectives on Literature 3 total 7	BA 213: <u>Social Media</u> 3 BA 281: <u>Principles of Marketing</u> 3 BA 351: <u>Business Law</u> 3 BT ___: Introductory Bible 3 EX 101: Wellness for Life 2 Elective ⁶ 3 total 17	BA 312: <u>Advertising & Promotion</u> 3 * BA 326: <u>Consumer Behavior</u> 3 MI 285: Understand the Christian Faith 3 Creative Studio Arts 1 Laboratory Science 4 Elective [300+ level] ⁶ 3 total 17
Summer 2025	Fall 2025	Spring 2026
BA 495: <u>Internship in Business</u> ⁵ 6 (minimum of 3 hrs required)	* BA 311: <u>Professional Selling</u> 3 OA 371: <u>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	BA 421: <u>Financial Management</u> 3 * BA 473: <u>Market Research</u> 3 BA 481: <u>Bus Seminar in Social Issues</u> 3 Electives ⁶ 6 total 15
Summer 2026	Fall 2026	Spring 2027
MB 503: <u>Global Business Study Tour</u> 3 MB 504: <u>Bus Develop & Sustainability</u> 3 MB 514: <u>Understand Financial Statements</u> 3 MB 515: <u>Financial Decision-Making</u> 3 total 12	MB 501: <u>Leading Leaders</u> 3 MB 502: <u>Build Healthy Culture & Perf</u> 3 MB 505: <u>Management Strategies</u> 3 MB 507: <u>Business Creativity & Innovation</u> 3 total 12	MB 506: <u>Performance Optimizing Org</u> 3 MB 508: <u>Business Research Methods</u> 3 MB 509: <u>Product Design & Life Cycle Strat</u> 3 MB 510: <u>Emerg Trends: Market & Brand</u> 3 total 12

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 must apply for acceptance and be admitted into the MBA program.
8. 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.