

Marketing Major Course Requirements

Based on 2007-2008 Catalog



Liberal Arts Curriculum: (54 hours, to be taken by ALL Harding students)

Bible Requirements:

- New Testament Survey: Fall Semester (BNEW 112, Daily class)
- Old Testament Survey: Spring Semester (BOLD 101, Daily class)
- Sophomore Bible Classes (Variety to choose from)
- English Composition I (Eng 111 or 113)
- English Composition II (Eng 211)
- Speech (Como 101)
- Psychology (Psy 201)
- Macro-Economics (Econ 201)
- Kinesiology classes (Kins 101: Wellness and an activity class)
- Biology (Biol 111 or 113)
- Elementary Statistics (Math 200)
- Physical Science (choose from PHS 111, 112, 113, 115, 116)
- Art Appreciation (Art 101)
- Music Appreciation (Mus 101)
- English Literature (Eng 201 or 202)
- American History (Hist 101 or 102)
- Western Civilization (Hist 110 or 111)
- Global Classes (choose two classes) (Encourage IB 345 or BMIS 386, 387, or 388 as bible)

Business Core Classes: (38 hours, to be taken by ALL Business majors)

- Accounting (Acct 205 and 206)
- Micro-Economics (Econ 202)
- Business Statistics (Bus 265)
- Business Law (Bus 315)
- Managerial Finance (Bus 343)
- Marketing (Mktg 330)
- Mgt. Information Systems (IT 290)
- Business Communications (Bus 350)
- Organizational Behavior (Mgt 368)
- Strategic Policy (Mgt 430)
- Prod. Operations (Mgt 354)
- Business Ethics (Bus 435)

Marketing Major Requirements: (30 hours)

- Mktg 331 Mktg 347 Mktg 400 Mktg 455 Econ 322

Marketing Electives (Choose 2 classes)

- (MKTG 367,380,390) (IB 395) (PRS 336) (BUS 420)

Business Electives (Choose 2 classes in COBA) (One course from IT recommended)

- _____ _____

General Elective: (3 Hours) _____

Remaining Bible: (6 hours)

- 6 more hours of bible (Bus 435 counts as a bible course the semester it is taken)

Total Hours for a Marketing Major: 128 hours

This outline of classes is intended as a general guideline for scheduling. Many factors must be considered in the above general outline such as ACT or SAT scores, interest in one of our international programs, and career goals. These issues will be addressed through individual advising sessions.