

Marketing Major

Course Requirements

Paul R. Carter College of Business
Harding University

Based on 2011-2012 Catalog

Liberal Arts Curriculum: (53 hours, to be taken by ALL Harding students)

- Life and Teachings of Jesus (Gospels) Freshmen Year, Fall (BNEW 111)
- Faith and Mission of the Church (Acts through Revelation) Spring (BNEW 113)
- Creation and Kingdom (Genesis through Esther) Sophomore Year, Fall (BOLD 207)
- Wisdom and Prophets (Job through Malachi) Spring (BOLD 209)
- 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)
- Appreciation of Art (Art 101), Music (Mus 101), or Theatre (Comt 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)

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| <input type="checkbox"/> <input type="checkbox"/> Accounting (Acct 205 and 206) | <input type="checkbox"/> Mgt. Information Systems (IS 290) |
| <input type="checkbox"/> Micro-Economics (Econ 202) | <input type="checkbox"/> Business Communications (Bus 350) |
| <input type="checkbox"/> Marketing (Mktg 240) | <input type="checkbox"/> Organizational Behavior (Mgt 368) |
| <input type="checkbox"/> Business Statistics (Bus 265) | <input type="checkbox"/> Prod. Operations (Mgt 354) |
| <input type="checkbox"/> Legal Environment (Bus 317) | <input type="checkbox"/> Business Ethics (Bus 435) |
| <input type="checkbox"/> Managerial Finance (Fin 343) | <input type="checkbox"/> Strategic Policy (Mgt 430) |

Marketing Major Requirements: (30 hours)

- Mktg 331 Mktg 347 Mktg 400 Mktg 455 Fin 322

Marketing Electives (Choose 2 classes)

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

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

- _____ _____

General Elective: (4 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.