

**National Park College
Harding University**

Curriculum Plan
Catalog Year: 2023-2024



Associate of Science: Liberal Arts and Bachelor of Arts: Integrated Marketing Communication

COURSES TO BE TAKEN AT NATIONAL PARK COLLEGE			COURSES TO BE TAKEN AT HARDING	
Hrs	Harding Course	NPC Equivalent	REMAINING LIBERAL ARTS (10 hours)	
HISTORICAL AND LITERARY PERSPECTIVE (9 hours)			3	BNEW 3020: New Testament Story and Vision
3	HIST 1010: American History to 1877 HIST 1020: American History Since 1877	HIST 2223: US History to 1865 HIST 2233: US History Since 1865	3	BOLD 3020: Old Testament Story and Vision
			3	BNEW/BOLD Textual Elective
3	HIST 2100: Western Civ to 1500 HIST 2110: Western Civ since 1500	HIST 2253: World Civ to 1500 HIST 2263: World Civ Since 1500	1	BUS 2510: Personal Finance for College Students
3	ENG 2010: Wrld Lit: Acnt to Erly Modern ENG 2020: Wrld Lit: Enlight. to 21st Cent	ENG 2273: World Literature I ENG 2283: World Literature II	1	MAJOR SPECIFIC COURSES (58 hours) COMM 1400: Radio Practicum COMM 1410: TV Practicum COMM 2420: Newspaper Practicum COMM 2430: Yearbook Practicum
LITERACY AND EXPRESSION (9 hours)			3	COMM 1950: Intro to Integrated Marketing Communication
3	ENG 1110: Intro to Univ Writing & Res	ENG 1113: English Composition I	3	COMM 2000: Media Software Tools
3	ENG 2110: Critical Read, Thinking, & Writ	ENG 1123: English Composition II	3	COMM 2950: Internship Preparation
3	COMM 1010: Communication Principles	SPCH 1103: Fund of Public Speaking	1	COMM 3200: Communication Theory
INQUIRY, INVESTIGATION, AND REASONING (11 hours)			3	COMM 3230: Writing for Mass Media COMM 2310: Print News Writing ENG 3100: Business and Professional Writing
4	BIOL 1100: General Biology	BIOL 1024: Biol for Non-Majors BIOL 1114: Biology for Majors	3	COMM 3380: Digital Media Strategies MKTG 3490: Electronic Marketing
4	CHEM 1010/L: General Chem w/Lab CHEM 1040/L: College Chem w/Lab PHS 1010: Earth Science PHS 1020: Geology w/Lab PHS 1030: Astronomy & Space Science PHS 1060: Physical Science	CHEM 1104: Chem Non-Majors CHEM 1204: Chem I for Majors ESCI 1104: Earth Science GEOL 1104: Physical Geology PHYS 1124: Astronomy PHYS 1114: Physical Science	3	COMM 3590: Media Graphics ART 2200: Design Software and Production I
3	MATH 1100: Math for Liberal Arts MATH 1200: Elem Statistics (<i>Preferred</i>) MATH 1330: College Algebra	MATH 1213: Math Reasoning MATH 2113: Intro to Statistics (<i>Preferred</i>) MATH 1123: College Algebra	3	COMM 3610: Nonverbal Communication COMM 3620: Small Group and Organizational Comm COMM 3630: Argumentation and Persuasion COMM 3650: Interpersonal Communication
AESTHETICS AND THE CREATIVE SPIRIT (3 hours)			1	COMM 3670-3673: Communication Internship
3	ART 1010: Art Appreciation MUS 1010: Music Appreciation	ART 1593: Art Appreciation MUS 1213: Music Appreciation	3	COMM 4120: Communication Law
			3	COMM 4150: Communication Research Methods
SELF AND SOCIETY (5 hours)			3	COMM 4230: Integrated Marketing Communication Capstone
2	KINS 1010: Wellness	PE 1102: Life Fitness Concepts	1	COMM 4510: Senior Seminar
3	PSY 2010: General Psychology	PSYC 1103: General Psychology	3	COMM 4550: Communication Ethics and Scripture. (<i>Should not be taking during the same semester as BNEW/BOLD reqs.</i>)
REMAINING REQUIREMENTS (23 hours)			3	IS 2400: Data Management
6	Foreign Language	Any French or Spanish Course(s)	3	IS 3000: Management Information Systems IS 3700: Web Concepts
6	ANTH 2500: Anthropology ECON 2010: Macroeconomics POLS 1787: American National Gov't SOC 2030: General Sociology	ANTH 1113: General Anthropology ECON 2203: Macroeconomics POLS 1113: American National Gov't SOC 1103: Introduction to Sociology	3	IS 3150: Data Visualization and Analysis
3	COMM 1900: Intro to Advertising	BUS 2343: Advertising	3	MGT 3680: Management and Organizational Behavior ENTR 3650: Entrepreneurial Management
3	COMM 2350: Video Production COMM 2200: Photography	PHOT 1143: Video Production PHOT 2223: Digital Photography	3	MKTG 2400: Principles of Marketing
3	ACCT 2050: Financial Accounting	ACT 1103: Principles of Accounting	3	COMM 3030: Multimedia Advertising COMM 3830: Public Relations Tactics MKTG 3310: Consumer Behavior
2	Electives	Any two 1-hour PE courses or MUS 1451: National Park Singers		
0	No Course Equivalency	ORT 1000: Student LMS Training	3	PRS 3360: Principles of Sales
0	No Course Equivalency	ORT 1100: NPC Orientation		
ADDITIONAL INFORMATION				
In order to graduate, students are required to complete a minimum of 45 hours from Harding courses numbered 3000 - 4999.			Transfer Hours Planned:	60
			Harding Hours Planned:	68
			Total Hours:	128