

**National Park College
Harding University**

Curriculum Plan
Catalog Year: 2024-2025

AS: Liberal Arts and Sciences and BA: Integrated Marketing Communication



COURSES TO BE TAKEN AT NATIONAL PARK COLLEGE			COURSES TO BE TAKEN AT HARDING	
Hrs	Harding Course	NPC Equivalent	Hrs	Harding Course
HISTORICAL AND LITERARY PERSPECTIVE (9 hours)			REMAINING LIBERAL ARTS (10 hours)	
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	BNEW 3020: New Testament Story and Vision
			3	BOLD 3020: Old Testament Story and Vision
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	3	BNEW/BOLD Textual Elective
			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	MAJOR SPECIFIC COURSES (58 hours)	
LITERACY AND EXPRESSION (9 hours)			1	COMM 1400-1401: Radio Practicum COMM 1410-1411: TV Practicum COMM 2420-2421: Newspaper Practicum COMM 2430-2431: Yearbook Practicum
3	ENG 1110: Intro to Univ Writing & Res	ENG 1113: English Composition I	3	COMM 1950: Intro to Integrated Marketing Communication
3	ENG 2110: Critical Read, Thinking, & Writ	ENG 1123: English Composition II	3	COMM 2000: Media Software Tools
3	COMM 1010: Communication Principles	SPCH 1103: Fund of Public Speaking	1	COMM 2950: Internship Preparation
INQUIRY, INVESTIGATION, AND REASONING (11 hours)			3	COMM 3200: Communication Theory
4	BIOL 1100: General Biology	BIOL 1024: Biol for Non-Majors BIOL 1114: Biology for Majors	3	COMM 3230: Writing for Mass Media COMM 2310: Print News Writing ENG 3100: Business and Professional Writing
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 3380: Digital Media Strategies MKTG 3490: Electronic Marketing
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 3590: Media Graphics ART 2200: Design Software and Production I
AESTHETICS AND THE CREATIVE SPIRIT (3 hours)			3	COMM 3610: Nonverbal Communication COMM 3620: Small Group and Organizational Communic COMM 3630: Argumentation and Persuasion COMM 3650: Interpersonal Communication
3	ART 1010: Art Appreciation MUS 1010: Music Appreciation	ART 1593: Art Appreciation MUS 1213: Music Appreciation	1	COMM 3670-3673: Communication Internship
SELF AND SOCIETY (5 hours)			3	COMM 4120: Communication Law
2	KINS 1010: Wellness	PE 1102: Life Fitness Concepts	3	COMM 4150: Communication Research Methods
3	PSY 2010: General Psychology	PSYC 1103: General Psychology	3	COMM 4230: Integrated Marketing Communication Capstone
REMAINING REQUIREMENTS (23 hours)			1	COMM 4510: Senior Seminar
6	Foreign Language	Any French or Spanish course(s)	3	COMM 4550: Communication Ethics and Scripture. (<i>Should not be taken during the same semester as BNEW/BOLD reqs.</i>)
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 2400: Data Management
3	COMM 1900: Intro to Advertising	BUS 2343: Advertising	3	IS 3000: Management Information Systems IS 3700: Web Concepts
3	COMM 2250: Video Production COMM 2200: Photography	PHOT 1143: Video Production PHOT 2223: Digital Photography	3	IS 3150: Data Visualization and Analysis
3	ACCT 2050: Financial Accounting	ACT 1103: Principles of Accounting	3	MGT 3680: Management and Organizational Behavior ENTR 3650: Entrepreneurial Management
2	Electives	Any two 1-hour PE courses MUS 1451: National Park Singers	3	MKTG 2400: Principles of Marketing
0	No Course Equivalency	ORT 1000: Student LMS Training	3	COMM 3030: Multimedia Advertising COMM 3830: Public Relations Tactics MKTG 3310: Consumer Behavior
0	No Course Equivalency	ORT 1100: NPC Orientation	3	PRS 3360: Principles of Sales
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