Marketing Major
Course Requirements

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 203)
- Wisdom and Prophets (Job through Malachi) Spring (BOLD 207)
- English Composition I (Eng 111 or 113)
- English Composition II (Eng 211)
- Speech (Comm 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)
- World 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 280)

Business Core Classes: (41 hours, to be taken by ALL Business majors)
- Accounting (Acct 205 and 206)
- Micro-Economics (Econ 202)
- Marketing (Mktg 240)
- Business Statistics (Bus 265)
- Legal Environment (Bus 317)
- Managerial Finance (Fin 343)
- Data Management (IS 200)
- Mgt. Information Systems (IS 290)
- Business Communications (Bus 350)
- Organizational Behavior (Mgt 368)
- Prod. Operations (Mgt 354)
- Business Ethics (Bus 435)
- Strategic Policy (Mgt 430)

Marketing Major Requirements: (30 hours)
- Mktg 331
- Mktg 347
- Mktg 400
- Mktg 455
- Fin 322

Marketing Electives (Choose 3 classes)
- (MKTG 367)
- (MKTG 349)
- (MKTG 397)
- (IB 395)
- (PRS 336)
- (BUS 420)

Business Elective

General Elective: (1 Hour)

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.