

**National Park College  
Harding University**

Curriculum Plan  
Catalog Year: 2023-2024



**Associate of Science: Liberal Arts and Bachelor of Arts: Advertising**

COURSES TO BE TAKEN AT NATIONAL PARK COLLEGE			COURSES TO BE TAKEN AT HARDING	
Hrs	Harding Course	NPC Equivalent	Hrs	Harding Course
<b>HISTORICAL AND LITERARY PERSPECTIVE (9 hours)</b>			<b>REMAINING LIBERAL ARTS (9 hours)</b>	
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	2	BOLD/BNEW Textual Elective
			1	BUS 2510: Personal Finance for College Students
3	ENG 2010: Wrld Lit: Acnt to Erly Modern ENG 2020: Wrld Lit: Enlght. to 21st Cent	ENG 2273: World Literature I ENG 2283: World Literature II	<b>MAJOR SPECIFIC COURSES (59 hours)</b>	
<b>LITERACY AND EXPRESSION (9 hours)</b>			1	COMM 1400: Radio Practicum
			1	COMM 1410: TV Practicum
3	ENG 1110: Intro to Univ Writing & Res	ENG 1113: English Composition I	3	COMM 1930: Introduction to Public Relations
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	3	COMM 2530: Video Production
<b>INQUIRY, INVESTIGATION, AND REASONING (11 hours)</b>			1	COMM 2950: Internship Preparation
4	BIOL 1100: General Biology	BIOL 1024: Biol for Non-Majors BIOL 1114: Biology for Majors	3	COMM 3030: Multimedia Advertising
			3	COMM 3130: Advertising Practicum
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 3200: Communication Theory
			3	COMM 3350: Multimedia Storytelling
			3	COMM 4120: Communication Law
			3	COMM 4130: Advertising Campaigns
			3	COMM 4150: Communication Research Methods
3	MATH 1100: Math for Liberal Arts MATH 1200: Elem Statistics (Preferred) MATH 1330: College Algebra	MATH 1213: Math Reasoning MATH 2113: Intro to Statistics (Preferred) MATH 1123: College Algebra	1	COMM 4510: Senior Seminar
			3	COMM 4550: Communication Ethics and Scripture
			3	MKTG 2400: Principles of Marketing
<b>AESTHETICS AND THE CREATIVE SPIRIT (3 hours)</b>			3	COMM 3380: Digital Media Strategies or MKTG 3490: Electronic Marketing
3	ART 1010: Art Appreciation MUS 1010: Music Appreciation	ART 1593: Art Appreciation MUS 1213: Music Appreciation	3	COMM 3590: Media Graphics or ART 2200: Design Software and Production I
<b>SELF AND SOCIETY (5 hours)</b>			0	COMM 3670-3673: Communication Internship. <i>Can be taken for up to 2 hours of credit.</i>
2	KINS 1010: Wellness	PE 1102: Life Fitness Concepts		
3	PSY 2010: General Psychology	PSYC 1103: General Psychology		
<b>REMAINING REQUIREMENTS (23 hours)</b>				
6	Foreign Language	Any French or Spanish Course(s)	6	MKTG 3310: Consumer Behavior MKTG 3470: Promotional Strategies PRS 3360: Principles of Sales
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	COMM 3XXX-4XXX Elective
3	IS 1001: Intro to Information Systems	CIS 1013: Information Systems or CIS 1023: Intro to Computing	4	Remaining Bible/Electives (2 hours from courses numbered 3000-4999 is recommended to reduce overall electives)
3	COMM 1900: Intro to Advertising	BUS 2343: Advertising	<b>ADDITIONAL INFORMATION</b>	
3	COMM 2200: Photography	PHOT 2223: Digital Photography	Transfer Hours Planned:	60
2	Electives	Any two 1-hour PE courses or MUS 1451: National Park Singers	Harding Hours Planned:	68
0	No Course Equivalency	ORT 1000: Student LMS Training	Total Hours:	128
0	No Course Equivalency	ORT 1100: NPC Orientation	In order to graduate, students are required to complete a minimum of 45 hours from Harding courses numbered 3000 - 4999.	