

Student:	Minimum 124 semester hours required for graduation 18 of the last 24 hours must be at Houghton Must have 30 hours at Houghton One half of major must be at Houghton <i>Must have C- or above in each course to meet Major, Concentration, or Minor credit</i> <i>Must have 31 liberal arts credits for BBA degree</i> <i>Must have 62 liberal arts credits for a BS degree</i>
Major: Integrated Marketing Communication (<i>online</i>)	
Minor:	
BBA/BS Advisor:	

Integrated Marketing Communication Major (40 hours)

Core Requirements	25 hrs
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(3) BADM 202 Accounting and Finance Principles	(3) BADM/PSY 309 Statistics LA
(1) ID 200 Student Success Seminar	(3) BADM 218 Marketing Principles
(3) BADM 200 Business Writing	(3) PHIL 303 Organizational Ethics LA
(3) ECON 201 Introduction to Economics LA	(3) BADM 475 Organizational Development
(3) BADM 210 Fundamentals of Management	

Major Specific Courses – required	15 hrs
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(3) BADM 315/COMM 313 Public Relations Principles	(3) COMM/BADM 304 Social Media Marketing
(3) COMM/BADM 312 Advertising Principles	(3) BADM 319 Marketing Research
Choose 1: (3) BADM/COMM 335 Integrated Marketing Communication or (3) PSY 218 Social Psychology (LA) or (3) SOC 335 Diversity in the Workplace or (3) COMM 215 Interpersonal Communication (LA)	

General Education	36 hrs
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Religion or Philosophy (6 hours)	Social Science (3 hours)***
(3)	(3)
(3)	Humanities or Social Science (9 hours)***
Communication (6 hours)	(3)
(3)	(3)
(3)	(3)
Humanities (6 hours)***	Science (3 hours)
(3)	(3)
(3)	Mathematics or Computer Science (3 hours)
	(3)

Other Electives 48 hours	
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Total Hours & Liberal Arts Credits

Year/term	Sem Hours	Cum Hours	Sem LA	Cum LA BS-62/ BBA-31

Minimum 124 semester hours required to graduate

*****Of the 18 hours in total needed for these requirements, no more than 6 hours can be in any one discipline.**
05-24-2019

Adult Education General Education Requirements

Houghton College Adult Education students must satisfy requirements in a number of academic areas:

Credits	Subject Area
(6)	Religion/Philosophy
(6)	Communications (<i>Writing, English, Speech</i>)
(18)	Humanities/Social Sciences, including:
	(6) Humanities (<i>Foreign Language, History, Literature, Music, Art, Cross-Cultural, Religion, Philosophy</i>) (3) Social Sciences (<i>Psychology, Sociology, Political Science, Economics, Communication, Anthropology</i>) (9) Additional Humanities/Social Sciences ***(<i>Can have no more than six credit hours in one discipline</i>)
(3)	Math/Computer Science
(3)	Natural Science

Students who have earned an Associate of Arts (AA) or an Associate of Science (AS) degree prior to enrolling at Houghton will receive credit for all of the above with the exception of three credits in Religion/Philosophy

Some of the below courses may be used to meet General Education and/or Liberal Arts and/or Elective credits

(LA = Liberal Arts course)

- (3) THEL 209 Intro to Christianity (LA) (not online yet)
- (3) BIBL 101 Biblical Literature (LA)
- (3) REL 215 Islam: A Christian Introduction
- (3) BIBL 272 Gospel and Epistles of John (LA)
- (3) BU 417 Business Ethics (LA)
- (3) COMM 215 Interpersonal Communication (LA)
- (3) COMM/BADM 312 Advertising Principles
- (3) COMM/BADM 335 Integrated Marketing Communication Seminar
- (3) SPAN 101 Spanish Level I (LA)
- (3) SPAN 102 Spanish Level II (LA)
- (3) WRIT 101 Writing in the Liberal Arts (LA)
- (3) HIST 105 Western Civilization: Ancient Civilization to the Present (LA)
- (3) ENGL 202 Literary Voices (LA)
- (3) MLT 211 Music and Listening (LA)
- (3) MHS 254 Music of World Cultures (LA)
- (3) SOC 101 Sociological Imagination (LA)
- (3) PSY 111 Introduction to Psychology (LA)
- (3) POLS 205 In Search of Justice (LA)
- (3) PSY 218 Social Psychology (LA)

- (3) PSY 301 Psychology of Personality (LA)
- (3) BADM 320 Leadership Development (LA)
- (3) MATH 111 Mathematics for the Liberal Arts (LA)
- (3) MATH 131 Principles of Statistics (LA)
- (3) CHEM 187 Introduction to Nutrition (LA) (not online yet)
- (3) BADM 345 Employment Law
- (3) BADM 323 Leading Change
- (3) BADM 446 Staffing and Performance Management
- (3) BADM 448 Employee Training and Development
- (3) BADM 450 Managing Total Rewards