

BUTLER UNIVERSITY • DEPARTMENT OF ART

B.A. IN ART + DESIGN *PLUS* A SECONDARY MAJOR IN BUSINESS: MARKETING

- The B.A. degree in Art + Design requires 120 credits.
 - 40 hours must be 300 or 400-level courses.
 - All art majors have Arts Event Attendance Requirements; for details, check <https://www.butler.edu/jca/for-current-students>.
- The double major of Art + Design and Marketing will fulfill the following Areas of Inquiry in the University Core Curriculum: Perspectives of the Creative Arts, The Social World, and Analytic Reasoning; 12 hours of "University Electives" and 6 hours of "LAS Electives" in the Marketing degree are satisfied by art courses. In addition, the B.A. Art + Design curriculum fulfills the Indianapolis Community Requirement of the Butler University Core Curriculum; art majors fulfill the Butler Cultural Requirement because of the arts event attendance requirements for all arts majors.
- The student will be assigned a Lacy School of Business advisor in addition to their Art advisor.

Semester 1

| | | |
|---|---------------------------|---|
| ART 105 | Art History Survey 1 | 3 |
| ART 107 | Drawing 1 | 3 |
| FYS 101 | First Year Seminar | 3 |
| MA 125 | Business Calculus | 3 |
| <i>NOTE: MA 125 (or MA 106) is a prerequisite for EC 231, MS 264, and MS 265.</i> | | |
| EI 101 | First-Year Business Exper | 3 |
| LSB 101 | Prof & Career Dev 1 (P/F) | 0 |
| MS 100 | Business Appl with Excel | 2 |

Semester 2

| | | |
|---------|---------------------------|---|
| ART 205 | Art History Survey 2 | 3 |
| ART 210 | Professional Practices | 3 |
| FYS 102 | First Year Seminar | 3 |
| WB ____ | Well-Being | 1 |
| COM 215 | Speech for Business | 2 |
| LSB 102 | Prof & Career Dev 2 (P/F) | 0 |
| MS 264 | Statistics | 3 |
| MS 265 | Information Technology | 3 |

| | | |
|---------------------|----|----|
| TOTAL Credit Hours: | 17 | 18 |
|---------------------|----|----|

Semester 3

| | | |
|----------|-------------------------------|---|
| ART 308 | Graphic Design 1 | 3 |
| ART ____ | Art Elective | 3 |
| GHS ____ | Global and Historical Studies | 3 |
| AC 203 | Intro to Accounting | 3 |
| EC 231 | Principles of Microeconomics | 3 |
| EI 201 | Real Business Exp | 3 |
| LSB 201 | Prof & Career Dev 3 (P/F) | 0 |

Semester 4

| | | |
|----------|------------------------------|---|
| ART ____ | Art Elective | 3 |
| ART ____ | Art Elective | 3 |
| AC 204 | Intro to Accounting 2 | 3 |
| EC 232 | Principles of Macroeconomics | 3 |
| LE 263 | Legal Environ of Business | 3 |
| LE 264 | Business Ethics | 3 |
| LSB 202 | Prof & Career Dev 4 (P/F) | 0 |

| | | |
|---------------------|----|----|
| TOTAL Credit Hours: | 18 | 18 |
|---------------------|----|----|

Semester 5

| | | |
|------------|-------------------------------|---|
| ART ____ | Art Elective | 3 |
| ART ____ | Art Elective | 3 |
| GHS ____ | Global and Historical Studies | 3 |
| LE 365 | Business Law 1 | 3 |
| LSB 301 | Prof & Career Dev 5 (P/F) | 0 |
| MK 380 | Intro to Marketing Manage | 3 |
| MK 384/385 | Marketing Anal/Research | 3 |

TOTAL Credit Hours: 18

Semester 6

| | | |
|----------|-----------------------------|---|
| ART ____ | Art Elective | 3 |
| TI ____ | Texts and Ideas | 3 |
| FN 340 | Corporate Finance | 3 |
| LSB 302 | Prof & Career Dev 6 (P/F) | 1 |
| LSB 401 | LSB Internship 1 | 3 |
| MK ____ | Marketing Elective | 3 |
| MS 365 | Info Tech 2 – Bus Analytics | 3 |

19

Semester 7

| | | |
|-------------|---------------------------------|---|
| ART 453-ICR | Internship | 3 |
| NW ____ | The Natural World | 5 |
| MG 360 | Organizational Behavior | 3 |
| MK ____ | Marketing Elective | 3 |
| MS 350 | Oper & Supply Chain Man | 3 |
| ____ | International Business Elective | 3 |

TOTAL Credit Hours: 20

Semester 8

| | | |
|----------|-------------------------|---|
| ART 411 | Thesis | 3 |
| ART ____ | Art Elective | 3 |
| LSB 402 | LSB Internship 2 | 3 |
| MG 490 | Strategy Capstone | 3 |
| MK 480 | Marketing Mgmt/Strategy | 3 |
| MK 483 | Consumer Behavior | 3 |

18

SUMMARY

REQUIRED ART COURSES:

| | | |
|---|---------------------------------------|-----------------------------------|
| ART 105 | Art History Survey 1 | 3 |
| ART 107 | Drawing 1 | 3 |
| ART 205 | Art History Survey 2 | 3 |
| ART 210 | Professional Practices | 3 |
| ART 308 | Graphic Design 1 | 3 |
| ART 411 | Thesis | 3 |
| ART 451/2/3-ICR | Internship | 3 |
| TWENTY-ONE credits chosen from the following: | | 21 (maximum of 9 in Art History*) |
| ART 207,307 | Drawing 2,3 | 3,3 |
| ART 303,313,323,423 | Photography 1,2,3,4 | 3,3,3,3 |
| ART 304 | Depiction | 3 |
| ART 305 | Animation + Video | 3 |
| ART 306 | Cyanotype | 3 |
| ART 311 | Function | 3 |
| ART 312* | Design: History and Theory | 3 |
| ART 314* | Art Museum Studies | 3 |
| ART 315* | Postmodernism in the Arts | 3 |
| ART 316* | Modernism in the Arts | 3 |
| ART 317-SJD* | American Art and Visual Culture | 3 |
| ART 318,328 | Graphic Design 2,3 | 3,3 |
| ART 319-SJD* | World History of Photography | 3 |
| ART 320-SJD* | Race, Gen & Sexuality in Cont Art | 3 |
| ART 321* | Art of Asia | 3 |
| ART 322,332,342 | Painting 1,2,3 | 3,3,3 |
| ART 330* | Art of Africa | 3 |
| ART 360 | Sculpture | 3 |
| ART 370 | Studio Practicum | 3 |
| ART 380/1/2 | Special Topics in Art and Visual Cult | 1,2,3 |
| ART 401/2/3 | Independent Study | 1,2,3 |
| ART 499 | Honors Thesis | 3 |
| NW 216-ART | Science and Photography | 5 |
| TOTAL | | 42 |

UNIVERSITY CORE CURRICULUM:

| | | |
|--------------|-------------------------------|-----------|
| FYS 101,102 | First Year Seminar | 3,3 |
| GHS ____ | Global and Historical Studies | 3,3 |
| NW ____ | The Natural World | 5 |
| TI ____ | Texts and Ideas | 3 |
| WB ____ | Well-Being | 1 |
| TOTAL | | 21 |

COURSES REQUIRED FOR THE MARKETING MAJOR:

| | | |
|---------|--------------------------------|---|
| AC 203 | Introduction to Accounting | 3 |
| AC 204 | Introduction to Accounting 2 | 3 |
| COM 215 | Speech for Business | 2 |
| EC 231 | Principles of Microeconomics | 3 |
| EC 232 | Principles of Macroeconomics | 3 |
| EI 101 | First-Year Business Experience | 3 |

| | | |
|---|--|-----------|
| EI 201 | Real Business Experience | 3 |
| FN 340 | Corporate Finance | 3 |
| LE 263 | Legal Environment of Business | 3 |
| LE 264 | Business Ethics | 3 |
| LE 365 | Business Law 1 | 3 |
| LSB 101 | Prof & Career Development 1 (P/F) | 0 |
| LSB 102 | Prof & Career Development 2 (P/F) | 0 |
| LSB 201 | Prof & Career Development 3 (P/F) | 0 |
| LSB 202 | Prof & Career Development 4 (P/F) | 0 |
| LSB 301 | Prof & Career Development 5 (P/F) | 0 |
| LSB 302 | Prof & Career Development 6 (P/F) | 1 |
| LSB 401 | LSB Internship 1 | 3 |
| LSB 402 | LSB Internship 2 | 3 |
| MA 125** | Business Calculus | 3 |
| MG 360 | Organizational Behavior | 3 |
| MG 490 | Strategy Capstone | 3 |
| MK 380 | Introduction to Marketing Management | 3 |
| MK 384/385 | Marketing Analytics/Marketing Research | 3 |
| MK 480 | Marketing Management/Strategy | 3 |
| MK 483 | Consumer Behavior | 3 |
| MK _____ | Marketing Electives | 6 |
| MS 100 | Business Applications with Excel | 2 |
| MS 264 | Statistics | 3 |
| MS 265 | Information Technology | 3 |
| MS 350 | Operations & Supply Chain Management | 3 |
| MS 365 | Info Technology 2 – Business Analytics | 3 |
| ONE International Business course chosen from the following list (OR complete a fall/spring Study Abroad Experience): | | 3 |
| EC/IB 336, EC/IB 433, FN/IB 451, MK/IB 491, IB 210, IB 320, IB 321, IB 323, IB 367, IB 460, Special Topics course with an international theme | | |
| TOTAL | | 83 |

****MA 106, Calculus and Analytic Geometry 1 (4 credits), can substitute for MA 125; students get credit for MA 106 if they receive a 4 or 5 on the Calculus AB AP exam.**