



National Park College
Harding University
Curriculum Plan
Catalog Year: 2025-2026



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

Courses to be Taken At National Park College

Historical and Literary Perspective (9 hours)

Hours	Harding Course	National Park College Equivalent
3	HIST 1010: American History to 1877 HIST 1020: American History Since 1877	HIST 2223: United States History to 1865 HIST 2233: United States History Since 1865
3	HIST 2XX: World Civilization to 1500 HIST 2XX: World Civilization Since 1500	HIST 2253: World Civilization to 1500 HIST 2263: World Civilization Since 1500
3	ENG 2010: World Lit: Ancient to Early Modern ENG 2020: World Lit: Enlight. To 21 st Century	ENG 2273: World Literature 1 ENG 2283: World Literature 2

Literacy and Expression (9 hours)

Hours	Harding Course	National Park College Equivalent
3	ENG 1110: Intro to University Writing & Research	ENG 1113: English Composition 1
3	ENG 1XX: English Composition 2	ENG 1123: English Composition 2
3	COMM 1010: Communication Principles	SPCH 1103: Fundamentals of Public Speaking

Inquiry, Investigation, and Reasoning (11 hours)

Hours	Harding Course	National Park College Equivalent
4	BIOL 1100: General Biology	BIOL 1024: Biology for Non-Majors BIOL 1114: Biology for Majors
4	CHEM 1010: General Chemistry 1 w/ Lab CHEM 1040: College Chemistry 1 w/ Lab PHS 1010: Earth Science PHS 1020: Geology w/ Lab PHS 1030: Astronomy and Space Science PHS 1060: Physical Science	CHEM 1104: Chemistry for Non-Majors 1 CHEM 1204: Chemistry for Majors 1 ESCI 1104: Earth Science GEOG 1104: Physical Geology PHYS 1124: Astronomy PHYS 1114: Physical Science
3	MATH 1100: Math for Liberal Arts MATH 1200: Elementary Statistics (preferred) MATH 1330: College Algebra	MATH 1213: Math Reasoning MATH 2113: Introduction to Statistics (preferred) MATH 1123: College Algebra

Aesthetics and the Creative Spirit (3 hours)

Hours	Harding Course	National Park College Equivalent
3	ART 1010: Art Appreciation MUS 1010: Music Appreciation	ART 1593: Art Appreciation MUS 1213: Music Appreciation

Self and Society (5 hours)

Hours	Harding Course	National Park College Equivalent
2	KINS 1010: Wellness	PE 1102: Life Fitness Concepts
3	PSY 2010: General Psychology	PSYC 1103: General Psychology

Remaining Degree Requirements (23 hours)

Hours	Harding Course	National Park College Equivalent
6	Foreign language electives	Any French or Spanish courses
6	ANTH 2500: Anthropology ECON 2010: Macroeconomics POLS 1787: American National Government SOC 2030: General Sociology	ANTH 1113: General Anthropology ECON 2203: Macroeconomics POLS 1113: American National Government SOC 1103: Introduction to Sociology
3	COMM 1900: Introduction to Advertising	BUS 2343: Advertising
3	COMM 2250: Video Production COMM 2200: Photography	PHOT 1143: Video Production PHOT 2223: Digital Photography
3	ACCT 2050: Financial Accounting	ACT 1103: Principles of Accounting 1
2	Electives	Any two 1-hour PE courses MUS 1451: National Park Singers

CONTACT INFORMATION: articulation@harding.edu

0	No course equivalency	ORT 1000: Student LMS Training
0	No course equivalency	ORT 1100: NPC Orientation

Courses to be Taken At Harding

Remaining Liberal Arts (10 hours)

Hours	Course
3	BNEW 3020: New Testament Story and Vision
3	BOLD 3020: Old Testament Story and Vision
3	BNEW/BOLD elective
1	BUS 2510: Personal Finance for College Students

Major Specific Courses (58 hours)

Hours	Course
1	COMM 1400 – 1401: Radio Practicum COMM 1410 – 1411: TV Practicum COMM 2420 – 2421: Newspaper Practicum COMM 2430 – 2431: Yearbook Practicum
3	COMM 1950: Introduction to Integrated Marketing Communication
3	COMM 2000: Media Software Tools
1	COMM 2950: Internship Preparation
3	COMM 3200: Communication Theory
3	COMM 3230: Writing for Mass Media
3	COMM 3380: Digital Media Strategies MKTG 3490: Electronic Marketing
3	COMM 3590: Media Graphics ART 2200: Design Software and Production 1
3	COMM 3610: Nonverbal Communication COMM 3620: Small Group and Organizational Communication COMM 3630: Argumentation and Persuasion COMM 3650: Interpersonal Communication
1	COMM 3670 – 3673: Communication Internship
3	COMM 4120: Communication Law
3	COMM 4150: Communication Research Methods
3	COMM 4230: Integrated Marketing Communication Capstone
1	COMM 4510: Senior Seminar
3	COMM 4550: Communication Ethics
3	IS 2400: Data Management
3	IS 3000: Management Information Systems IS 3700: Web Concepts
3	IS 3150: Data Visualization and Analysis
3	MGT 3680: Management and Organizational Behavior ENTR 3650: Entrepreneurial Management
3	MKTG 2400: Principles of Marketing
3	COMM 3030: Multimedia Advertising COMM 3380: Public Relations Tactics MKTG 3310: Consumer Behavior
3	PRS 3360: Principles of Sales

Additional Information

National Park College Hours: 60

Harding Hours: 68

Total Hours: 128

NOTE – In order to graduate, students are required to complete a minimum of 42 hours from Harding courses numbered 3000-4999.

NOTE - HIST 2253, HIST 2263, and ENG 1123 transfer as elective hours. However, all will substitute for their listed counterpart when students complete the associates degree as part of this articulation agreement.

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