

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 126 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; 15 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 and the Social Justice and Diversity requirement of the Butler University Core Curriculum; art majors are exempted from 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 125/106	Math	3-4

NOTE: MA 125 or MA 106 are prerequisites for AC 203, MS 100, MS 264, and MS 265.

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
PWB _____	Physical Well-Being	1

COM 215	Speech for Business	2
LSB 102	Prof & Career Dev 2 (P/F)	0
MS 264	Business Statistics	3
MS 265	Information Technology	3

TOTAL Credit Hours:	17-18	18
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Semester 3

ART 308	Graphic Design 1	3
ART _____	Art Elective	3
GHS _____	Global and Historical Studies	3

AC 203	Intro to Accounting 1	3
EC 231	Principles of Microeconomics	3
EI 201	Real Business Exp 1	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
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Semester 5

ART ____	Art-Focused SJD 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	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-ICR	Internship 1	3
MK ____	Marketing Elective	3
MS 365	Information Technology 2	3
TOTAL Credit Hours:		19

Semester 7

ART 453-ICR	Internship	3
NW ____	The Natural World	5
MG 360	Organizational Behavior	3
MK ____	Marketing Elective	3
MS 350	Operations Management	3
TOTAL Credit Hours:		17

Semester 8

ART 411	Thesis	3
ART ____	Art Elective	3
LSB 402-ICR	Internship 2	3
MG 490	Strategy Capstone	3
MK 480	Marketing Mgmt Strategy	3
_____	International Business Elec	3
TOTAL Credit Hours:		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
Art-Focused Social Justice and Diversity course: Choose ONE:		3
ART 317-SJD	American Art and Visual Culture	
ART 319-SJD	World History of Photography	
ART 320-SJD	Race, Gender & Sexuality in Cont Art	

EIGHTEEN credits chosen from the following: 18 (maximum of 6 in Art History*)

ART 207,307	Drawing 2,3	3,3
ART 303,313,323	Photography 1,2,3	3,3,3
ART 304	Depiction	3
ART 305	Animation + Video	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 322,332,342	Painting 1,2,3	3,3,3
ART 360	Sculpture	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

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
PWB _____	Physical Well-Being	1

TOTAL 21

COURSES REQUIRED FOR THE MARKETING MAJOR:

AC 203	Introduction to Accounting 1	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 1	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-ICR	Internship 1	3
LSB 402-ICR	Internship 2	3
MA 125/106**	Bus Calc or Calc & Anal Geo 1	3-4
MG 360	Organizational Behavior	3
MG 490	Strategy Capstone	3
MK 380	Introduction to Marketing	3
MK 384/385	Marketing Analytics/Research	3
MK 480	Marketing Management Strategy	3
MK _____	Marketing Electives	3,3
MS 100	Business Applications with Excel	2
MS 264	Business Statistics	3
MS 265	Information Technology	3
MS 350	Operations Management	3
MS 365	Information Technology 2	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	80-81

***Students get credit for MA 106 if they receive a 4 or 5 on the Calculus ABAP exam.*