

MAJOR PROGRAM GUIDE FOR: B.S. COMMUNICATION
CONCENTRATION: BROADCAST SALES
SUGGESTED COURSE SEQUENCE

FIRST YEAR							
FALL				SPRING			
Course Prefix or Liberal Studies requirement	Course Number	Course Title	Hours	Course Prefix or Liberal Studies requirement	Course Number	Course Title	Hours
C1 ENGL	101	Composition	3	C 1 ENGL	202	Writing and Critical Inquiry	3
P3 History			3	C 3 COMM	201	Foundations of Communication	3
C 4 Wellness			3	COMM	190	A User's Guide to the Mass Media	3
C 2 Math			3	P4 Humanities			3
P 1 Social Science			3	Elective			3
Total			15				15
<p>To become a communication major a student must have and maintain a 2.0 overall GPA. A student must earn a C or better in each class required for the major for the class to count toward the degree requirement. At least 30 hours taken at WCU must be at the junior-senior level to meet one of the general university degree requirements.</p>							
SOPHOMORE YEAR							
FALL				SPRING			
Course Prefix or Liberal Studies requirement	Course Number	Course Title	Hours	Course Prefix or Liberal Studies requirement	Course Number	Course Title	Hours
COMM	240	Writing for Communication	3	COMM	296	Seminar in Professional Development	3
C 5 Science			3	P 1 Social Science			3
P 6 World Culture			3	C 5 Science			3
ENT	201	Intro to Entrepreneurship	3	P 5 Fine & Performing Arts			3
CS	130	Introduction to Computing	3	MKT	201	Marketing Planning & Strategy	3
Total			15				15
SUMMER I SOPHOMORE YEAR				SUMMER II SOPHOMORE YEAR			
Course Prefix or Liberal Studies requirement	Course Number	Course Title	Hours	Course Prefix or Liberal Studies requirement	Course Number	Course Title	Hours

JUNIOR YEAR							
FALL				SPRING			
Course Prefix or Liberal Studies requirement	Course Number	Course Title	Hours	Course Prefix or Liberal Studies requirement	Course Number	Course Title	Hours
COMM	Select one of the following: 301, 312, 345, 415		3	ULP Law	406	Media Law	3
COMM	350	Comm Theory	3	COMM	307	Advertising Writing	3
MKT	206	Intro to Professional Selling	3	COMM	458	Broadcast Sales and Promotion	
Course for Minor Elective			3	Course for Minor			3
			3	Course for Minor			3
				COMM	Select any COMM course		3
Total			15				15
SUMMER I JUNIOR YEAR				SUMMER II JUNIOR YEAR			
Course Prefix or Liberal Studies requirement	COURSE NUMBER		HOURS	Course Prefix or Liberal Studies requirement	COURSE NUMBER		HOURS
COMM	483	Internship*	3				
* A student must be in good standing and have completed 90 semester hours prior to doing and internship.							
SENIOR YEAR							
FALL				SPRING			
Course Prefix or Liberal Studies requirement	Course Number	Course Title	Hours	Course Prefix or Liberal Studies requirement	Course Number	Course Title	Hours
COMM	496	Senior Seminar in Professional Development	1	Course for Minor			3
COMM	Select one of the following: 301, 312, 345, 415		3	Elective			3
				Elective			3
Course for Minor			3	Elective			3
Course for Minor			3				
Elective			3				
Elective			3				
Total			16	Total			12

Total Hours for Degree: 120

General Requirements:

To become a Communication Major: The student must have a minimum overall GPA of 2.0. First semester freshman and transfer students can declare without an established GPA and are required to obtain such at the end of their first semester.

Required Pre-requisites: All students must complete COMM 240 as a prerequisite to upper level communication writing classes.

Program Completion: Students must pass with a grade of C (2.00) or better all required courses in the communication degree program. To complete the degree, a total of 38 additional hours is required, including a minor, second communication concentration, second major, or other approved program and student selected general electives. At least 30 hours taken at WCU must be at the junior-senior level to meet one of the general university degree requirements.

The Health Communication concentration requires 21 hours. Students who have completed their Liberal Studies courses (42 hours) and the Health Sciences pre-professional major course requirements (20 hours) and who are in good academic standing shall have met the minor requirement for the communication major.