

Curriculum Guide for AA to BSBA Marketing at WCU

Freshman/First Year

1st Semester*					2nd Semester				
Fall					Spring				
CC Course	WCU Course Equivalent	LS Cat.	Credit Hours	Required/Notes	CC Course	WCU Course Equivalent	LS Cat.	Credit Hours	Required/Notes
ENG 111	ENGL 101	C1	3		ENG 112	ENGL 202	C1	3	
MAT 152	MATH 170	C2	4	Required	COM 231	COMM 201	C3	3	Preferred
History	History	P3	3	Preferred	Humanities/Fine Arts	Fine & Performing Arts	P5	3	
ECO 251	ECON 231	P1	3	Required	Humanities/Fine Arts	Humanities	P4	3	
Natural Science	Physical & Biological Sciences	C5	4		ECO 252	ECON 232	P1	3	Required
ACA 122	USI 130		1						
Total Credit Hours					Total Credit Hours				
18					15				

*This assumes placement into college level courses. This is only meant to be a guide. Please see your academic advisor to develop your individual plan.

Sophomore/Second Year

3rd Semester					4th Semester				
Fall					Spring				
CC Course	WCU Course Equivalent	LS Cat.	Credit Hours	Required/Notes	CC Course	WCU Course Equivalent	LS Cat.	Credit Hours	Required/Notes
HEA 110/PED 110/Other Elective	Wellness	C4	3		Natural Science	Physical & Biological Sciences	C5	4	
ACC 120/Other Elective	ACCT 251		4	Required	Gen. Ed/UGETC Elective	Elective		3	
Social Science (Global Perspective)	World Cultures	P6	3		BUS 115/Other Elective	LAW 230		3	Required
Gen. Ed/UGETC Elective	Elective		3		ACC 121/Other Elective	ACCT 252		4	Required
Total Credit Hours					Total Credit Hours				
13					14				

Suggested Course Sequence to transfer from NCCCS
Junior/Third Year (at WCU)

5th Semester				6th Semester			
Fall				Spring			
WCU Course	Course Title	Credit Hours	Notes	WCU Course	Course Title	Credit Hours	Notes
CIS 251	Managing Enterprise Information Systems	3		MKT 206	Intro to Professional Selling	3	
MKT 201	Marketing Plan & Strategy	3		QA 305	Intro to Management Science	3	
FIN 305	Financial Management	3		MKT 303	Decision Making for Value Creation	3	
Upper Division Elective		3		Gen. Elective		3	
Gen. Elective		3		Gen. Elective		3	
Total Credit Hours				Total Credit Hours			
15				15			

Senior/Fourth Year

7th Semester				8th Semester			
Fall				Spring			
WCU Course	Course Title	Credit Hours	Notes	WCU Course	Course Title	Credit Hours	Notes
MGT 300	Intro to Management	3		MKT 475	Marketing Strategy	3	
MKT 304	Consumer Behavior	3		MGT 404	Strategic Management	3	
Upper Division Elective		3		Upper Division Elective		3	
Gen. Elective		3		Gen. Elective		3	
Gen. Elective		3		Gen. Elective		3	
Total Credit Hours				Total Credit Hours			
15				15			

Total Credit Hours 120

A minor is recommended.

Reminder: 30 hours of 300-400 level courses must be taken at WCU.

<http://www.wcu.edu/academics/majors-minors-graduate-programs/marketing-major/sales-and-marketing-courses.asp>