

Curriculum Guide for AA to BS Communication: Broadcast Sales 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	
Math	Math	C2	3		COM 231	COMM 201	C3	3	Preferred
History	History	P3	3	Preferred	Humanities/Fine Arts	Fine & Performing Arts	P5	3	
Humanities/Fine Arts	Humanities	P4	3		Social/Behavioral Sciences	Social Sciences	P1	3	
Natural Science	Physical & Biological Sciences	C5	4		Social/Behavioral Sciences	Social Sciences	P1	3	
ACA 122	USI 130		1						
Total Credit Hours					Total Credit Hours				
17					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	
Other Elective	Elective		3		Other Elective	Elective		3	
Social Science (Global Perspective)	World Cultures	P6	3		Other Elective	Elective		3	
Gen. Ed/UGETC Elective	Elective		3		Other Elective	Elective		3	
Gen. Ed/UGETC Elective	Elective		3						
Total Credit Hours					Total Credit Hours				
15					13				

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

5th Semester Fall

6th Semester Spring

WCU Course	Course Title	Credit Hours	Notes	WCU Course	Course Title	Credit Hours	Notes
COMM 240	Writing for Communication	3		COMM 345	Public and Mediate Speaking	3	
COMM 296	Introduction to Professional Development	3		COMM 350	Communication and Theory and Criticism	3	
COMM 301	Interpersonal Communication	3		MKT 206	Introduction to Professional Selling	3	
ENT 201	Introduction to Entrepreneurship	3		MKT Elective		3	
MKT 201	Marketing Planning and Strategy	3		Minor class		3	
Total Credit Hours				15	Total Credit Hours		15

COMM 483	Internship in Communications	3	Must be completed between Jr. and Sr. years				
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Senior/Fourth Year

7th Semester Fall

8th Semester Spring

WCU Course	Course Title	Credit Hours	Notes	WCU Course	Course Title	Credit Hours	Notes
COMM 496	Development	3		COMM 458	Promotion	3	
COMM 415	Intercultural Communication	3		Minor class		3	
MKT 310	Consultative Selling	3		Minor class		3	
Minor class		3		Minor class		3	
Minor class		3		Gen. Elective		3	
Total Credit Hours				15	Total Credit Hours		15

Total Credit Hours 123

A minor or second major is required.

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

<http://www.wcu.edu/academics/departments-schools-colleges/cas/casdepts/communication/communication-academic-programs/broadcast-sales.asp>

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UGETC=purple shading

Gen. Ed.=beige shading

Other required hours=blue shading