

BSBA in Marketing
FINISH IN FOUR
 WESTERN CAROLINA UNIVERSITY

First Year

<u>Fall</u>		<u>Spring</u>	
First Year Seminar	3	ECON 231 (Liberal Studies P1)	3
P1 Social Science	3	C2-MATH 170*	3
C4-HEAL or HSCC	3	C5-Core Science	3
C5-Core Science	3	C1-ENGL 101	3
P5-Fine & Perf. Arts	3	General elective	3
	15		15

Second Year

<u>Fall</u>		<u>Spring</u>	
ACCT 251	3	ECON 232	3
MKT 201	3	ACCT 252	3
P3-History	3	CIS 251	3
C1-ENGL 202	3	P4 Humanities	3
LAW 230	3	C3-COMM 201	3
	15		15

Third Year

<u>Fall</u>		<u>Spring</u>	
MGT 300	3	MKT elective	3
MKT 206	3	MKT elective	3
MKT elective	3	QA 305	3
FIN 305	3	P6-World Cultures	3
General elective	3	General elective	3
	15		15

Fourth Year

<u>Fall</u>		<u>Spring</u>	
MGT 404	3	MKT 465	3
MKT elective	3	ULP**	3
MKT elective	3	General elective	3
General elective	3	General elective	3
General elective	3	General elective	3
	15		15

***If a Math course other than Math 170 is taken to satisfy Liberal Studies, then QA 235 is re**

** ULP may be satisfied in any of the perspectives category

