

**BSBA IN MARKETING**  
**FINISH IN FOUR**  
 WESTERN CAROLINA UNIVERSITY

**First Year**

<u>Fall</u>		<u>Spring</u>	
C1-ENGL 101	3	P6-World Cultures	3
P4-Humanities	3	Math 170* or QA 235	3
C4-HEAL or HSCC	3	C5-Core Science	3
C5-Core Science	3	First Year Seminar	3
Elective	3	C3-COMM 201	3
15		15	

**Second Year**

<u>Fall</u>		<u>Spring</u>	
ACCT 251	3	ECON 232	3
ECON 231 (Liberal Studies P1)	3	ACCT 252	3
P3-History	3	CIS 251	3
C1-ENGL 202	3	P5-Fine & Performing Arts	3
MKT 201	3	LAW 230	3
15		15	

**Third Year**

<u>Fall</u>		<u>Spring</u>	
Elective	3	P1-Social Science	3
MGT 375	3	MKT Elective	3
MKT 310	3	ULP**	3
FIN 305	3	MGT 300	3
MKT 310	3	Elective	3
15		15	

**Fourth Year**

<u>Fall</u>		<u>Spring</u>	
Elective	3	Elective	3
Elective	3	Elective	3
MKT 406	3	MGT 404	3
MKT Elective	3	MKT Elective	3
MKT Elective	3	MKT Elective	3
15		15	

\*Math 170 satisfies Liberal Studies mathematics requirement. If QA 235 is taken, a Math class must be taken to satisfy the requirement.

\*\*One Liberal Studies course must be a ULP

*updated May 2023*