

# BSBA – MARKETING

## Plan Sheet for Catalog Terms Fall 2024, Spring 2025, Summer 2025

This document reflects the requirements of the Marketing program as listed in the 2024/2025 WCU catalog. This is not your official record and should not be used in place of monitoring your DEGREE AUDIT. Your DEGREE AUDIT is your official record. Use this guide to determine the order in which your courses should be taken, and when your courses are typically offered.

**LIBERAL STUDIES, 42 hrs. (See reverse side.)**

**BUSINESS READY® CORE, 36 hrs.**

| Course              | Prerequisite   | Term | Term Typically Offered |
|---------------------|--|------|------------------------|
| ACCT 251            |  |      | Fall & Spring          |
| ACCT 252            | ACCT 251   |      | Fall & Spring          |
| MKT 201             |  |      | Fall & Spring          |
| CIS 251             |  |      | Fall & Spring          |
| LAW 230             |  |      | Fall & Spring          |
| ECON 231*           |  |      | Fall & Spring          |
| ECON 232*           |  |      | Fall & Spring          |
| MATH 170* or QA 235 |  |      | Fall & Spring          |
| MGT 300             |  |      | Fall & Spring          |
| FIN 305             | ACCT 251   |      | Fall & Spring          |
| MGT 375             | QA 235 or MATH 170   |      | Fall & Spring          |
| MGT 404             | MKT 201, ACCT 251, ACCT 252, MGT 300, FIN 305 and senior standing. |      | Fall & Spring          |

\*Counts as a Liberal Studies course.

**MARKETING MAJOR AREA, 21 HOURS**

| Course   | Prerequisite                            | Term     | Term Typically Offered |
|--|---|----------|------------------------|
| MKT 310<br>Consultative Selling  | Must have at least 30 in-progress hours |          | Fall & Spring          |
| MKT 406<br>Social Media Marketing  | MKT 201                                 |          | Fall & Spring          |
| Choose 5 additional Marketing (MKT) courses at the 200-400 level OR choose 4 additional Marketing (MKT) courses at the 200-400 level and SM 361 (Sport Marketing). |   |          |                        |
| Course   | Term                                    | Comments |                        |
| MKT  |   |          |                        |
| MKT  |   |          |                        |
| MKT  |   |          |                        |
| MKT  |   |          |                        |
| MKT or SM 361  |   |          |                        |

The **Term Offered** column shows the *probable* term in which each course will be offered. These can change often and the Term Offered listing should NOT be considered a guarantee of course availability.

At least 45 hours are required for enrollment in all 300 & 400 level College of Business courses.

A minimum GPA of 2.0 is required for graduation.

**MINOR / 2nd MAJOR / General Electives**

| Course | Term |
|--------|------|
|        |      |
|        |      |
|        |      |
|        |      |
|        |      |
|        |      |
|        |      |
|        |      |

**You must have at least 120 credit hours before you can graduate.**

## LIBERAL STUDIES (42 Hours) PROGRAM COMPLETION RECORD

### The Core (21 hrs.):

| Core area                        | Course                              | Term | Grade | Hrs.      |
|----------------------------------|-------------------------------------|------|-------|-----------|
| C1 Writing                       | ENGL 101                            |      |       | 3         |
|                                  | ENGL 202                            |      |       | 3         |
| C2 Mathematics                   | MATH 170                            |      |       | 3         |
| C3 Oral Communication            | COMM 201                            |      |       | 3         |
| C4 Wellness                      | HEAL 123 or HSCC 101 or<br>HEAL 111 |      |       | 3         |
| C5 Physical/Biological Sciences* |                                     |      |       | 3         |
| C5 Physical/Biological Sciences* |                                     |      |       | 3         |
| <b>TOTAL</b>                     |                                     |      |       | <b>21</b> |

\*Note: May be (1) two LS science courses from *two different disciplines* or (2) one LS science course and one non-LS 100 or 200 level science course with a lab/applied component from *two different disciplines*, or (3) two non-LS science courses with lab/applied components from *two different disciplines*. BIOL 132 will **NOT** satisfy C5.

**First-year Seminar FYS (3 hrs.)** Students transferring in 0-15 credit hours are required to take this course in their first year. Students transferring in 15.1 – 29.9 credit hours are eligible to take a FYS, but it is not required. The FYS is waived, and the student does not have to make up the hours in the Liberal Studies program, but will still need 120 credit hours to graduate. Students with 30 or more credit hours are not eligible to take a First-Year Seminar. Grading for the First-Year Seminar is A, B, C, or U (Unsatisfactory). If a student receives a grade of U in the First-Year Seminar, he/she must make up the hours by taking another course in the Liberal Studies Program. **Transition courses such as USI, LEAD, COUN are not considered First-Year Seminars.**

| Category (check <u>one</u> )   | Course | Term | Grade | Hrs. |
|--|--------|------|-------|------|
| <input type="checkbox"/> FIRST-YEAR SEMINAR / <input type="checkbox"/> LS ELECTIVE |        |      |       | 3    |

### Perspectives (18 hrs. required): Must have at least one Upper-Level Perspective (ULP) course

| Perspective category   | Course          | Term | Grade | Hrs       | ULP* |
|--|-----------------|------|-------|-----------|------|
| P1 Social Science — P1 courses must be from two disciplines / prefixes | ECON 231 or 232 |      |       | 3         |      |
| P1 Social Science — P1 courses must be from two disciplines / prefixes |                 |      |       | 3         | X    |
| P3 History   |                 |      |       | 3         |      |
| P4 Humanities  |                 |      |       | 3         |      |
| P5 Fine & Performing Arts  |                 |      |       | 3         |      |
| P6 World Cultures  | MKT 407         |      |       | 3         | X    |
| <b>TOTAL</b>   |                 |      |       | <b>18</b> |      |

\*ULP cannot be in your major area. MKT 407 is a P6, but **it does not fulfill the ULP requirement** for Marketing majors. For double majors, however, the courses can count as a ULP because they will apply to the other major.