

## 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		Fall		6th Semester		Spring			
WCU Course	Course Title	Credit Hours	Notes	WCU Course	Course Title	Credit Hours	Notes		
CIS 251	Managing Enterprise Information Systems	3		MKT 310	Intro to Professional Selling	3			
MKT 201^	Marketing Plan & Strategy	3		QA 305	Intro to Management Science	3			
FIN 305	Financial Management	3		MKT Elective	300/400 MKT or SM 361	3			
Gen. Elective		3		MKT Elective	300/400 MKT or SM 361	3			
Gen. Elective		3		Gen. Elective		3			
Total Credit Hours				15		Total Credit Hours		15	

Senior/Fourth Year

7th Semester		Fall		8th Semester		Spring			
WCU Course	Course Title	Credit Hours	Notes	WCU Course	Course Title	Credit Hours	Notes		
MGT 300	Intro to Management	3		MKT 406	Creation	3			
MKT Elective	300/400 MKT or SM 361	3		MGT 404	Strategic Management	3			
MKT Elective	300/400 MKT or SM 361	3		Upper Division Elective		3			
Gen. Elective		3		MKT Elective	300/400 MKT or SM 361	3			
Gen. Elective		3		Gen. Elective		3			
Total Credit Hours				15		Total Credit Hours		15	

Total Credit Hours 120

A minor is recommended.

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

<https://www.wcu.edu/learn/programs/marketing-bsba/index.aspx>

<https://www.wcu.edu/WebFiles/COB-MarketingNCCC.pdf>

**Notes:**

^ MKT 201 (5th semester) can be taken at NCCC (MKT 120) in place of other elective during 3rd or 4th semester if offered

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UGETC=purple shading

Gen. Ed.=beige shading

Other required hours=blue shading